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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIII. NEW YORK, DECEMBER 18, 1895. No. 25.

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and
Quantity

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134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1903.

Vol. XIII.

NEW YORK, DECEMBER 18, 1895.

No. 25.

THE PHILADELPHIA "RECORD."

ADDISON ARCHER INTERVIEWS COL. SINGERLY—"THE RECORD" HAS A GRIEVANCE AGAINST THE AMERICAN NEWSPAPER DIRECTORY—BUT BELIEVES IN DIRECTORIES AND BELIEVES IN ACTUAL AVERAGE CIRCULATION STATEMENTS—WHAL COL. SINGERLY SAID—WHAT HIS ASSISTANT, MR. M'CARTNEY, SAID—WHAT MR. M'CARTNEY'S ASSISTANT, MR. HANSON, SAID—TOGETHER WITH SOME INDICATIONS THAT MR. HANSON SAID SOME THINGS THAT HE WOULDN'T BE ABLE TO ESTABLISH—MR. HANSON'S LOST LETTER BOOK.

I went to see Col. Singerly, the proprietor of the Philadelphia *Record*, because, although the *Record* is spoken of by those high in authority as one of the very best papers printed in Philadelphia, and having an exceedingly high and valuable circulation, which is quoted from day to day at the head of its columns, it does not give its actual daily average in the American Newspaper Directory. It was late in the afternoon and Col. Singerly was just going home. I joined him and we walked up Chestnut street together.

I said: "I am writing an article on Philadelphia circulations for PRINTERS' INK."

"Why don't you get our circulation somewhere near right?" exclaimed the Colonel. "I got a circular from your folks the other day putting us down as 75,000. We have been printing 90,000 more than this for the past eight years."

"Did you send the actual average statement of your circulation to the Directory?"

"What Directory?"

"The American Newspaper Directory."

"Yes, I'm positive we did. Everybody knows our circulation."

"That seems somewhat singular, Colonel, as it is the inexorable rule of

the Directory to give the exact figures of a paper's circulation when the publisher furnishes those figures. Are you sure that you furnished the figures?"

"No, I didn't do it personally of course. The clerks in the office attend to that."

"Is it the duty of any one particularly?"

"You see Mr. McCartney, the treasurer. It's his duty to look out for that matter. You'll find he gives the exact figures."

"Do you consider that it is very desirable that a newspaper should give its exact figures?"

The Colonel was evidently laboring under a feeling of intense indignation, because some directory had not given the exact figures of the *Record's* circulation.

"We not only give the exact figures of our circulation but we do not want advertisers to use space in our columns when it will not pay them. I have a standing rule in the office that our solicitors are not to go out after local business on stormy days, when it would not pay local advertisers to put their announcement in our columns; and I go a great deal further than that, further I think than any other newspaper publisher in America," and those who know Col. Singerly know how emphatically he must have said this; in fact that walk up Chestnut street will remain in my memory for a long, long time. The Colonel paused at least a half a dozen times in the middle of the sidewalk to make his remarks more emphatic, and on one occasion he halted in front of a plate glass window to sketch out an imaginary ad with the point of his cane. I had heard a great many of Col. Singerly's friends speak of him at the banquet board, of his brilliant repartee and his magnetic eloquence, but I will warrant you he never had a more appreciative audience than on this afternoon when he went on to tell me wherein the *Record* went

further than any other newspaper in the United States in proving its value to advertisers.

NO PROFIT, NO PAY.

"I don't know how many times I've told an advertiser that if he put an advertisement into our paper for a given length of time, and it didn't pay him, I would make him a present of it. There's Lorillard's tobacco; I went to the Eastern manager; I told him I didn't think very much of the ad he was running. I told him that if he would pick out some one special brand and advertise that one thing, so that he could trace results, that if he would advertise it in just one paper—the *Record*—for just four months, and if it did not pay him he need not send me a check for it. He took me up; he spent \$1,000 a month for four months. I furthermore agreed that if by the first day of January we had not increased the sale of that particular brand of tobacco fully 25 per cent we would send him a receipted bill. We sent him a statement of the advertising on the first day of January. On the second day of January he sent his check for the full amount, and he's kept on with us ever since. With the check came a letter from Mr. Lorillard, in which he said that when he started in with us he did not see how on earth we could increase the sale of his tobacco in this district unless we secured a legislative enactment compelling every man, woman and child to smoke and chew it; but that the advertising had actually increased the sale, not 25 per cent but 66 2-3 per cent, and not a dollar had been spent in advertising during this time in any paper except the *Record*.

"And here's another case: A man came to me one day and said he didn't know how in the dickens to build up a certain department he had in his store; said he didn't have any faith in advertising anyway—he'd tried it a half a dozen times and it hadn't paid him. He was one of those fellows, you know, who advertise a couple of months or so and then stop, and then take it up again later, and then stop again, and then wonder why it don't pay. I told him that if he would put his ad in the *Record* for just that one department—put in the right sort of an ad (and it was here that the Colonel paused and blocked out an imaginary

ad on the glass) for a month or two months, and if it didn't pay him he needn't send me a check for it. Well, when the ad had been in a month, the man came around with his check and said it had done wonders for him, and he's kept on ever since, and the *Record* is full of just such men as this—full of advertisers who have had a chance to prove what the *Record* is worth, and that's the only kind we want."

By this time we had reached John Wanamaker's, and the Colonel had been greeted by about 90 per cent of the people in the procession we met, some distinguished citizens having gone so far as to remove their hats in the extremity of their respect for the popular proprietor of the *Record*; and all this time I had been getting more and more anxious to get back to the *Record* office to find the man who had been responsible for the figures furnished to the American Newspaper Directory regarding the *Record's* circulation.

"Go down and see Mr. McCartney, the treasurer. He's the man that gives out the figures; you'll find him one flight up." And I boarded a Chestnut street car that landed me in short order in front of the palatial entrance of the Record Building. I went up in the elevator to the second floor and captured Mr. McCartney just as he was leaving. I told him my errand, and he immediately called Mr. M. F. Hanson into the conference. Other distinguished members of the *Record* staff joining with us, we had a most exciting, interesting and instructive discussion.

A RED-HOT DISCUSSION.

And it was a discussion—red-hot from beginning to end—for I made a determined effort to find out just what grievance the *Record* has against the American Newspaper Directory.

Mr. McCartney stated that the *Record* had furnished the American Newspaper Directory a detailed statement of its circulation annually for five years or longer, giving actual figures of every day's circulation, and that it had averaged up these figures and sworn to them; and that the American Newspaper Directory had not published the *Record's* actual circulation, but instead had rated it at "A."

As this is the first instance that has ever come under my notice of the Directory refusing or neglecting to publish

a statement of this kind when authentically and properly furnished, I was disposed to make the most searching inquiries as to the exact manner in which the *Record* had conducted its correspondence with the Directory; and what follows is the cross examination taken in shorthand by John Steen and by D. W. Stubbs, the two excellent and accurate stenographers of the *Record's* business department.

Mr. Hanson began by stating that he placed great stress upon the desirability of having his paper's exact circulation known and stated, not only in the columns of the *Record* but in the newspaper directories, and said:

"It is our invariable custom to supply the publishers of all the newspaper rate books or directories with the actual daily circulation of the *Record* for the year preceding the date of request. The Rowell book has been no exception to this rule, and we are fully confident that they have been furnished with this detailed data regularly for the past five years."

"Has the American Newspaper Directory published at any time your actual circulation average?"

"They have not to our knowledge."

AN ISSUE.

"Are you positive that you furnished the American Newspaper Directory with the exact detail statement of your daily circulation for the year and then struck an average for use in the Directory?"

"We are."

"You did this for each of the past four or five years?"

"Five years positively."

"You are sure you conformed to the details?"

"Yes."

"Are you sure that you sent it in time?"

"I am confident that we have forwarded each of these statements within two days after receipt of request for such statement."

"Have you ever corresponded with the publishers of the American Newspaper Directory concerning this matter?"

"No."

"Are you aware, Mr. Hanson, that there is a standing offer printed in the very first page, in fact, the first inside cover, of the American Newspaper Directory offering to forfeit \$25.00 in case a statement of actual average circulation for a year is furnished and in

the time specified by the Directory publishers and is not in that event published in the Directory?"

"Yes, we were aware of that, but I felt that the publishers were doing all that could be expected of them under the system of giving us a rating of 'A'—over 75,000,' and on that account principally we did nothing further."

"Then you are satisfied to be rated 'A'?"

"No, we are not. That is why Mr. Singerly was very warm at Rowell's Directory."

"Then, if you were not satisfied, why did you not contend for your rights?"

"Well, we were anticipating writing to Mr. Rowell for the 1896 book, asking for an explanation of why our correct figures had never been published, and requesting that after he receives our detailed sworn statement for 1895 it be published as our actual figures for daily and Sunday throughout the year."

"Are you aware, Mr. Hanson, that the Philadelphia *Inquirer* and Philadelphia *Item* are each rated in the Directory at their actual average circulation for the year?"

"Yes."

"To what have you attributed this neglect or oversight on the part of the Directory publishers?"

"To be candid with you, we have always felt that they did not care to go very much out of their way to publish the sworn figures of any newspaper that did not patronize their columns."

"Have you ever known a case of a newspaper rating in the Directory being influenced by their advertising or not?"

"No."

"Do you candidly believe that you could get any amount of circulation rating if you were to advertise?"

"I believe Mr. Rowell to be an honest man."

At this point Mr. Hanson and myself digressed to discuss a point herein involved. Mr. Hanson did not wish to be quoted as casting a reflection upon the integrity of the Directory publishers, but he did criticize their methods, whereon I asked him wherein he criticized them, and he turned to Ayer's Directory and showed me page 1155, whereon his paper is quoted in that directory as 160,683 average daily circulation, and 115,229 average Sunday circulation, with a star before

each figure, signifying that it was sworn to.

DIRECTORIES COMPARED.

"Did you furnish Ayer's Directory with figures of your circulation from day to day?"

"We did—exactly similar to that furnished Rowell's."

"Do you know of any difference, Mr. Hanson, between the methods of the Ayer Directory and the American Newspaper Directory?"

"None whatever."

"Are you familiar with both methods?"

"I am not familiar with the methods of either. I know that the Ayer Directory has always quoted us correctly, using the figures that we have supplied them the beginning of each year, and the Rowell Directory has not."

"Does Ayer's offer a forfeit of \$100 on the correctness of your figures?"

"No."

"In furnishing the statement to the American Newspaper Directory you studied carefully the directions for filling it out?"

"We did."

"Have you a copy of that here?"

"We have not."

"Did you make a press copy of what you sent to the Directory?—I don't want this for the purpose of verification, but for the purpose of helping me to get at the discrepancy, which, I assume, must exist between your understanding of the American Newspaper Directory's way of getting statements and the way they really conduct it."

"To supply an answer to that, I will get our letter-book."

Mr. L. M. Williamson, of the *Record's* advertising staff, came in at this moment and became very much interested in the conversation. In fact, it seemed to me that the subject of circulation and the statement of their circulation in the American Newspaper Directory was one of great interest to the members of the *Record* staff, and a question to which they had apparently given much careful attention. Mr. Williamson said: "We sell circulation to our advertisers, and never go above what we actually publish. Another thing: We sometimes run across an advertiser who is not familiar with the standing of the papers, and, when asked our rate, we say 25 cents per line. The reply is,

'How is that? Why do you charge so much more than such and such a paper?' He may get a copy of Rowell's Newspaper Directory and find that you quote us as having but a circulation of 75,000. He tells us this, and asks why we claim so much more. But here, Mr. Archer, is a statement under oath."

Here Mr. Williamson produced a file of the *Record* for 1894 and 1895, where, upon the first page of the issue of January 1, 1895, appeared a statement headed, "The *Record* in 1894," giving a detailed statement of the circulation of every day during the year, added and averaged up to give 162,116 as the actual average of the year for the daily and 118,029 for the Sunday. This statement was sworn to by M. A. Forrestel, chief of the *Record's* distribution department; Walter H. Newman, foreman of the press room; J. Rowe Stewart, circulation bookkeeper, and William M. Singerly, publisher of the *Record*.

"Is this the statement you furnished the American Newspaper Directory?"

"In substance it is."

"Where does it differ?"

"It might not have been for the same days."

"Did it give a corresponding period—that is, give all your issues for a year?"

"It did."

"Have you a letter-press copy or any other authentic memoranda of that statement?"

Mr. Williamson, meanwhile, had been looking up the statements made in the advertising pages of the American Newspaper Annual wherein the circulation of the *Record* in 1893 and 1894, from October 1st to and including September 30th, were given in detail.

The further I proceeded with this investigation, the more puzzled I became, and looked forward anxiously to the production of a copy of the statement furnished the American Newspaper Directory.

"Here's something, Mr. Archer, that adds to the point," said Mr. Williamson. "We publish every year an almanac, which we give free to every subscriber, and to those who ask and who are not regular subscribers, but buy a copy day by day. We print 180,000 copies of these, and in taking an advertisement for pages in this almanac we guarantee that we shall print 180,000 of them. Now, we

would not guarantee 180,000 copies of an almanac to give away to subscribers if we only printed 75,000 copies of the *Record*."

Mr. Williamson showed me here a copy of the contract, which read as follows:

WILLIAM M. SINGERLY,
President.

Philadelphia,.....189
THE RECORD PUBLISHING CO.

Please insert.....advertisement in the 1896 Edition of the *Record Almanac*, to occupy space ofpage for which.....hereby agree to pay \$.....upon proof of publication. The circulation agreed by The *Record Publishing Company* to be at least 180,000 copies.

Accepted by

Name

Address.....

FOR THE RECORD PUBLISHING CO.

And also a copy of a letter from Dunlap, printer of the almanacs:

DUNLAP PRINTING CO.,
1306-8-10 Filbert street.
Printing in all branches.
Telephone 1261.
PHILADELPHIA, Oct. 2, 1895.

Mr. James S. McCartney, Treasurer "The Philadelphia Record":

DEAR SIR—We printed, bound and delivered to the *Record Publishing Co.* 180,000 copies of the Philadelphia *Record Almanac* for the year 1895, and we herewith acknowledge the award of the contract to us for furnishing 180,000 copies of the *Almanac* for the year 1896. Very truly yours,

DUNLAP PRINTING CO.
H. C. Dunlap, Manager.

Sworn to and subscribed before me }
this 5th day of October, 1895. }

GEO. W. CLEMENT,
Notary Public.

"Do you think, Mr. Williamson, that advertisers refer to the American Newspaper Directory?"

"Yes, particularly Philadelphia advertisers," added Mr. Hanson.

"What do you find that they consider rate 'A' means?"

"That it does not mean anything—that it means 75,000."

"Mr. Williamson, do you find that advertisers in consulting the Directory give the *Record* credit for only 75,000?"

"That is the way I understand it; that the average circulation of the *Record* is 75,000. That is what I judge from Rowell's."

"Then it is a distinct disadvantage to the *Record* not to have the figures in the Directory correctly?"

"Yes."

"Then, Mr. Hanson, it is true that you are really endeavoring to the utmost of your ability to secure the insertion in the American Newspaper Directory of the exact average circulation of your paper?"

"It is."

"You believe that it is of value to you?"

"We do."

"You believe that a statement of anything else that is assumed or guessed at is an injury to you?"

"We do."

"Do you believe that this is true of other newspapers?"

"Yes, we do, because we believe that lots of foreign advertisers get their information concerning circulations from Rowell's Directory."

"Are you familiar with newspaper directories generally?"

"Yes."

"Will you kindly name the ones you consider the better?"

"Ayer's and Rowell's."

"Which one of them do you consider the better?"

"Ayer's."

"Why?"

"I have not said that advisedly."

"That is your feeling toward it?"

"Well, when I want to find the circulation of a newspaper, I instinctively turn to Ayer's Newspaper Annual, on the ground that they have quoted the *Record* correctly, and I anticipate a correct rating of the other papers."

"Does the Ayer's Directory offer to forfeit any sum of money whatsoever upon proof of the incorrectness of its sworn statement?"

"Not that I know of."

"Are you aware that Rowell offers \$100 reward for any incorrect rating found in his Directory?"

"Yes."

"I will claim that right now on the *Record*," exclaimed Mr. Williamson.

"But you are wrong," replied Mr. Hanson. "Technically, Rowell's Directory is correct."

"How?" asked Mr. Williamson.

"It gives the *Record* as 'A,' which means exceeding 75,000," replied Mr. Hanson. "In that manner they are safe."

"Would you place more reliance,

Mr. Williamson, on a statement where the publishers of a directory—a disinterested party—are willing to risk \$100, or one where the publisher of the directory is not willing to forfeit \$100?"

Mr. Williamson, at this point, did not desire to be quoted off-hand. He referred to a vast deluge of correspondence which he had received regarding disputed ratings in the Rowell Directory.

Mr. Williamson said: "I probably place my lack of belief in the American Newspaper Directory because of the low rate of its circulation that is suggested of the *Record* to an uninitiated reader."

"Are you not aware that 'A' is the highest rating the American Newspaper Directory gives to an estimated circulation?"

"No, I was not aware of that."

"Mr. Williamson, you have received correspondence in reference to disputed cases, or one case?"

DISPUTED CASES.

"Two or three."

"Would you mind telling me what they are?"

"I could not recall them now; it was during the summer."

"How were they decided?"

"I don't know."

"Have you ever known an instance where the American Newspaper Directory has been proven in the wrong where it has refused to pay the forfeit?"

"I became aware of a case by this correspondence."

Mr. Hanson remarked at this point to Mr. Williamson: "That was a disputed case which the publishers of the Directory offered to refer to disinterested publishers for final decision. It was a case between the Directory and some religious publication."

"What did the religious publishers do?"

"I really did not read the final decision. I was familiar with it while it was under discussion."

"But that is not the case I refer to," said Mr. Williamson.

"What is the case you refer to, Mr. Williamson?"

Mr. Williamson finally admitted that the case he had in mind was so hazy that he was not prepared to state that the Directory publishers had refused to live up to their proposition, but the

statements he read said that the publishers had refused.

"Who were these statements from?"

"From newspapers out West."

"The *Nebraska State Journal*?"

"I cannot remember at all."

"Then practically, Mr. Williamson, you are prepared to admit that you do not know of an instance where the Directory publishers have refused to pay the \$100 forfeit on proof that they had been incorrect in a sworn statement?"

"I have read several charges that they have."

"Have these charges been sustained?"

"That is a point I never investigated."

"Do you believe that advertisers generally look upon sworn statements in the American Newspaper Directory as correct or incorrect?"

"I think that a man unfamiliar with advertising will buy one of these directories, perhaps Rowell's, and will take what the Directory says. I have found this to be my experience with those not familiar with the regular channels of advertising."

At this crisis Mr. Richard G. Oellers, business manager of the *Record*, and city treasurer of the city of Philadelphia, was introduced, and Mr. Hanson stated that Mr. Oellers was more familiar perhaps than any one else in the *Record* office with the growth of the *Record's* circulation, having been the business manager of the Philadelphia *Record* for twenty-five years, having been with the *Record* with William J. Swain, the paper's founder, and gone on with the paper's progress and prosperity to its present management and purchase by Col. Singerly in 1877.

"Do you consider, Mr. Oellers, this matter of circulation one of importance?"

"I do."

"And of how much importance?"

Mr. Oellers stated in reply that he believed advertisers, especially general advertisers, were very largely influenced by the statements they saw in the newspaper directories.

"What do you mean by the newspaper directories?"

"Such publications as the American Newspaper Directory."

"You believe then that the American Newspaper Directory has more influence than the other directories?"

OF GREAT INFLUENCE.

"I believe it has a very great influence in the minds of foreign advertisers."

"Rightly so?"

"Yes."

"Then you think the statements in the American Newspaper Directory are correct, usually, when the Directory guarantees them to be correct?"

"I mean to say that they have that effect on the minds of advertisers."

"Do you think that effect is in the direction of enlightenment along the right lines?"

"I look on the Directory just about this way: If I want to know the standing of a business house, I consult Bradstreet's or Dun's for their reports. I think the advertiser consults the American Newspaper Directory in the same way."

"Do you consider, then, it of paramount importance that a newspaper like the *Record* should be correctly rated in the Directory?"

"Unquestionably."

"Do you think that this applies to all newspapers of good standing?"

"I would say if the newspaper has a large circulation it would want to be reported correctly."

"But there are good papers like the New York *Evening Post* that have small, but select, circulations?"

"Well, we are particularly anxious to have it because we have the circulation."

"Don't you think it is just as much advantage to a paper having a bona fide high-class circulation that they be rated in the Directory at its actual average circulation, even though the circulation be small?"

Mr. Oellers here endeavored to explain that a paper like the New York *Evening Post*, having a special clientele, would find it advantageous to state its circulation; but was not so certain about papers of not so high a class with a circulation which, in comparison with others in its field, would not appear in a more advantageous light.

"Have you found in your experience, Mr. Oellers, that experienced advertisers are apt to discount very much the claimed circulations that are not supported by authentic statements?"

"I do."

"Can you give me an idea of how largely experienced advertisers discount in this way? For instance, I have

heard it said that the late E. C. Allen, of Augusta, Maine, once said that he wished a certain paper stricken from his appropriation, that though it claimed 50,000 circulation, he was not willing to pay the price it charged but would be willing to pay that price if he could be certain that the paper actually did issue 10,000. Do you believe that this is too extreme a way of stating it?"

"I think it is."

"What would be about right, then?"

"I think they are apt to cut it about in half," exclaimed Mr. Hanson.

"That is my view exactly," said Mr. Oellers.

"Mr. Singerly is such a stickler," exclaimed Mr. Williamson, "on circulation that we published our going down figures, so much so that another paper commented upon them editorially and we did so ourselves."

All this time I was becoming more convinced that Col. Singerly and his journalistic family are more—possibly more—than any people I have ever encountered sticklers for known circulation, and we had quite an interesting little exchanging of views on this point, Mr. Hanson explaining how at one time the figures printed at the head of the first page of the paper fell from 160 odd thousand down to 157,000, and that the *Record* took pains to call the advertisers' attention to that falling off editorially.

Mr. Williamson, joining in, said that the point in the circulation of the *Record* in which they all took the most pride was that its growth was a healthy one, and it had never been exhilarated in the least by "coupon" schemes, giving away of books or chromos, and other devices of inflicting circulation that have been adopted by other newspapers.

MR. HANSON'S SUMMING UP.

Mr. Hanson, in summing up, said: "I have probably spoken more harshly to you of Rowell's Directory than I ever did in the office or ever before; in fact I never have brought a direct charge against the Directory before. I really do not understand why we don't get a statement of our exact circulation. I presume it is owing to some misunderstanding on my part of the minor details in the preparation of the statement. I am going to try this year to get our exact figures into the Directory and enjoy the benefits I know it will bring us. We want to get into the

next issue correctly and we are glad you stepped into the breach so we will get in correctly."

Mr. Hanson and I fell to discussing questions of advertising policy. Mr. Hanson has a rule which I believe the advertising managers of the metropolitan dailies will eventually adopt; that is, he charges nothing extra for breaking the column rule, but will not break it for a double column advertisement under 50 lines deep, triple column under 75, quadruple under 100, quintuple 125 and sextuple 150. He does not charge extra for cuts or extra display, as he says: "I believe these things belong to a dead age; I do not believe in charging an advertiser extra because you expect he is going to get results. The advertiser's and the newspaper's interests are purely mutual and no harassment should be placed in the way of the advertiser in dealing with the newspaper; on the contrary, we do all we can to make it pay him, because if it don't pay him it will not pay us and the advertising man will not get his salary."

ADDISON ARCHER.

MR. ADDISON ARCHER HAVING OBTAINED THE ABOVE INTERESTING MATTER CARRIED IT TO THE EDITOR OF THE AMERICAN NEWSPAPER DIRECTORY FOR THE PURPOSE OF INTERVIEWING HIM ON THE SUBJECT, BUT THAT GREAT MAN, AFTER READING THE "RECORD" TALK ALL THROUGH, TOOK MATTERS INTO HIS OWN HANDS AND PROCEEDED TO ASK MR. ARCHER QUESTIONS, THE INTERVIEWER SUBMITTED TO BEING INTERVIEWED TO THE FOLLOWING EFFECT:

"You think Col. Singerly a truthful man, do you not?"

"Undoubtedly."

"You perceive," said he, showing me the books for those years, "that for 1890, 1891, 1892 and 1893 the *Record* was accorded its actual average by the Directory?"

"Yes."

"It would indicate that the people in the office of the *Record* used to know how to be correctly rated in the Directory, wouldn't it?"

"Apparently."

"You quote the Colonel as saying, 'I got a circular from you fellows the other day putting us down at 75,000. We have been printing 90,000 more than that for the past eight years.'

Have you any doubt at all of the absolute accuracy of the ratings accorded to the *Record* for 1890, 1891, 1892 and 1893 which you have run?"

"No."

"Then the Colonel was a little, shall we say inexact, when he stated that the circulation of the *Record* had exceeded 75,000 by more than 90,000 for the eight years past, was he not?"

"Probably he was speaking off-hand."

"Colonel Singerly said to you that it is the duty of Mr. McCartney, the treasurer, to furnish the information for the Directory. Did you succeed in learning from Mr. McCartney that he had done so for the edition of 1894 or 1895?"

"No."

"Do you know that the publishers of the Directory widely announce to newspaper men:"

Any publisher who places on file at the Directory office a true statement, conveying the requisite information concerning all the issues of his paper for a full year, the same being duly signed and dated, and who finds, when the book appears, that his paper is not rated in accordance with the report which he sent, will receive from the publishers of the Directory a written apology for their neglect and a check for \$100 for the discovery of the error. The publisher who registers the letter he sends containing the circulation statement will find it easy to prove that it was sent and received. If he keeps a copy, it will be equally easy to establish the fact that the statement sent actually did contain the requisite information, and was properly signed and dated.

"Yes."

"You seem to say considerable about a reference on the part of the employees of the *Record* to their letter-books for the purpose of finding a copy of the report sent to the Directory, but you don't seem to say that they found any such copy. It is a fact that they did not, is it not?"

"Yes."

"Don't you think it looks a little more at this point that the Directory imperfections are traceable to Mr. McCartney's shortcomings or those of Mr. Hanson rather than to any at this end?"

"I'm afraid so."

"Don't you think that it is rather unfriendly on the part of a paper like the *Record* to neglect or refuse to furnish the information necessary to enable us to make the Directory as perfect as it ought to be?"

"It might be construed that way."

"Well, the *Record* has refused or

Pennsylvania.

Philadelphia,

RECEIVED
DEC 18 1894
THE GEO. P. ROWELL
ADVERTISING CO

Sheet Number Two

RECEIVED
DEC 18 1894
GEO. P. ROWELL & CO.

A++

RECORD; every morning; independent;
daily eight pages 1928, Saturday and Sunday
twelve pages; subscription—daily \$3, Sunday
\$1, Saturday \$1; established 1870; Record
Publishing Co., editors and publishers; cir-
culation A; office 917 and 919 Chestnut street.

Above is the report of your paper as it appears in the
last issue of the AMERICAN NEWSPAPER DIRECTORY.

It is intended to correctly convey to an advertiser the
Full name of your paper: *Philadelphia Record*
Day or days of issue: *Daily and Sunday*
Politics, class or characteristics: *Independent Democratic*
Number of pages: *8 pages, Sat & Sun 12 pages*
Size of page: *14x26*
Subscription price per year: *3 daily, 1 Saturday, 1 Sunday*
Editor's name: *William M. Singler*
Publisher's name: *The Record Publishing Co*
Circulation: If you regard it as of importance to have your
circulation, for a full year, correctly rated, please read what
is said in Sheet Number Three.

Please make corrections upon blank
lines and return to Publishers of AMERICAN
NEWSPAPER DIRECTORY, 10 Spruce Street,
New York.

Please bear in mind that failure to familiarize yourself
with the usages that prevail in the Directory office for fixing
circulation ratings may result in depriving you of a privilege,
which may be valuable, although it costs nothing.

In former years it was customary to make a second application for information, to all
publishers who for any reason failed to reply to the first. Such a course does not appear to
be longer necessary, and no second request will be made during the revision for the 1895 edition.

Average Circulation *Daily 159815*
Sunday 114908

neglected to furnish such information for the past two years. You are satisfied of that, are you not?"

"Yes."

"After you saw Mr. McCartney he seems to have turned you over to Mr. Hanson, who was confident that he had sent the requisite information to the Directory and that he complied with the requisite forms. Would you like to see the form in which he did send information for last year?"

"Yes."

"What do you think of that for a form of statement? What sort of a directory do you think we should publish if we accepted that sort of statement from publishers generally?" I (A. Archer) was here shown the original of the half-tone reproduction on the page preceding.

"I leave you to answer."

"What do you think Col. Slingerly would say to Mr. Hanson or Mr. McCartney if he should see this statement? What sort of an effect do you think it would have on him if we should have a half-tone made of it and send it to him for his inspection?"

"Let him say."

"When you asked Mr. Hanson if he had ever corresponded with the publishers of the American Newspaper Directory concerning the failure to rate him correctly, he said no, did he not?"

"Yes, he said no."

"What do you suppose Col. Slingerly would say to Mr. Hanson if he should know that on the 18th day of December, 1894, the Directory people informed his office that the rating 'A' was all that could be given the *Record* on the information received, and that the *Record* appeared 'to have purposefully refrained from sending information that would admit of a more definite rating,' and also informed the *Record* that 'if the omission had been an inadvertence, there was still time to remedy the inadvertence, and that to be correctly rated would cost nothing?'"

"Let Col. Slingerly say."

"Well, when I tell you that such a communication was addressed to the *Record* Dec. 18, 1894, and that no reply whatever was ever sent, what do you think Col. Slingerly would say if he knew it?"

"Let him make his own statement. He is very eloquent at times."

"Are you satisfied yet that the people in the *Record* office know how to

be correctly rated in the American Newspaper Directory when they wish to be so rated?"

"Now, yes."

"Are you satisfied that their failure to be correctly rated in the last issue of the Directory is one for which the *Record* office and not this office is responsible?"

"Yes."

"In one place you ask Mr. Hanson if he made a press copy of what he sent to the American Newspaper Directory; that you wanted it to get at the cause of all the trouble. Mr. Hanson responded that 'to give an answer to that I will get our letter-book.' As you proceed with your interview, we do not see any further reference to that letter-book. What ever became of it?"

"They could not find the letter-press copy."

"It looks a little as though Mr. Hanson was remiss, does it not?"

"I don't think he usually is or will be this year."

ON THE CHARACTER OF CIRCULATION.

Interview with A. Frank Richardson in PRINTERS' INK for Dec. 4, 1895:

"Do you think it is a good scheme for all publishers to give the figures of their circulation when they have comparatively small but exceedingly valuable circulations, like the *New York Evening Post*, for instance?"

"Certainly. The character-circulation of a paper determines its value to advertisers and the advertiser of experience can tell the value of a paper by its appearance and the patronage it has the moment he takes it up."

"Then you believe in quality of circulation?"

"Of course."

"Do you believe there is any way to indicate the relative value of papers in the Directory except by giving the detailed statements of circulation?"

"Certainly there is. Let the paper use the small advertising space the Directory allows each publisher who will pay for it directly under the statement of the paper itself. There the publisher can make his point. That is the best advertising there is in any directory."

"Is there any way the publishers of the Directory could undertake to make a distinction between papers?"

"No, there is not. They go as far as they can."

PICK OUT ONE THING.

When you write an ad don't commence at the front door and attempt to tell all about your store. Pick out one thing—fresh, reasonable and cheap—and pound away at it as though you were on earth for the particular purpose of selling it, and your time was almost up.—*Brains*.

A NEEDLE ad should have a point to it.



It is when a man or woman needs something that an advertisement of that thing in a newspaper impresses him or her.

That is why continuous advertising is generally most profitable.

But the advertisement and the time and the reader's eye must come together.

If your advertisement is in

The SUN

it will be seen, because every reader reads every page. It is, as you know, a newspaper made to be read from first column to last.

THE SUN,
New York.

The
Chicago
Dispatch

It Goes
Into Every Corner

The
Chicago
Dispatch

in and about Chicago and is
read every day

...By the Masses...

That is why

The Chicago Dispatch

By JOSEPH R. DUNLOP,

is the best advertising medium in this
section, and offers the greatest
inducements to advertisers.

.....

Average Daily Circulation for October,

62,216

"Its Enemies Cannot Stop Its Progress."

[Editorial in Peoria (Ill.) Journal, Oct. 30, 1895.]

THE CHICAGO DISPATCH has just entered upon its fourth volume, and it is not an extravagant statement to say that the record made by the paper so far has never been equaled by a newspaper anywhere in the United States. When everything is taken into consideration—the jealousies of the older Chicago newspapers, together with the handicaps placed upon THE DISPATCH through various channels—the success of the paper shows that its publisher knows what he is about. Whenever the paper scores a point an attempt is made to slug some of its reporters. When this fails, the head of the concern is indicted by the grand jury. Notwithstanding these little pastimes of the enemy the paper continues to forge ahead of its competitors.

The
Chicago
Dispatch

The
Chicago
Dispatch

The Little "Boss" of the
Business Department :: ::



The Piqua (OHIO) Daily Call

carries a fine line of foreign
advertising. Here are some
of the prominent ones :: ::

California Fig Syrup Co.
Chamberlain Med. Co.
Dr. Price Baking Powder Co.
Pearline. (Lord & Thomas.)
Royal Remed. & Ext. Co. (N.W. Ayer & Son.)
Lippincott Glass Co. " "
Larowe Milling Co. " "
Dr. Williams Med. Co. " "
J. H. Zielin & Co.
Anglo-American Drug Co.
American Tobacco Co. (Geo. P. Rowell Adv.
Co.)
Muscatine Oatmeal Co. (J. Walter Thomp-
son.)
H. E. Bucklen & Co.
Dr. D. Kennedy Corporation.
Bloch Bros. (Dauchy & Co.)
Shaker Remedies. " "
Dr. Miles Med. Co.
E. C. DeWitt & Co.
Dr. Greene's Nervura. (Pettingill & Co.)
Bovinine. " "
Lydia Pinkham. " "
Munyon's H. H. Rem. Co.



Enoch Morgan's Sons.
H. H. Warner Co. (Nat. Adv. Co.)
Wells & Richardson Co. " "
Dr. Pierce Med. Co.
Pyramid & Stuart Remedies. (C. H. Fuller
Agency.)
Van Camp Packing Co. (Lord & Thomas.)
Royal Baking Powder Co.
The Centaur Co.
C. I. Hood & Co.
Neverslip Horseshoe Co. (H. B. Humphrey
Co.)
Harriet Hubbard Ayer.
Hobbs Med. Co. (E. H. Dearth Agency.)
Scott & Bowne.

Here are some we are not Running but are willing to :

Radway.
Carter.
Cleveland Baking Powder Co.
Douglas, W. L.
Mayer, Strousse & Co.
Rising Sun Stove Polish.
Cuticura.
Ayer & Co., J. C.
Epps' Cocoa.
Baker's Cocoa.
Shiloh's Cure.

Piso Cure.
Hires' Root Beer.
Bradfield Reg. Co.
Herb Med. Co.
Alcock's.
Cluett, Coon & Co.
H O.
Willimantic.
Celluloid.
Nat. Lead Co.
Ely's Balm.

Sworn Circulation 1,687 Daily.

Rates for Advertising of the Home Office, or,

H. D. LA COSTE,
38 PARK ROW,
NEW YORK.

SPECIAL
NEWSPAPER
REPRESENTATIVE

It is Simply Phenomenal...


how the contracts are coming in
everywhere. Nearly 100 per
cent more than December, 1894.
This proves that

Street Car Advertising



has a firm hold in the estima-
tion of America's seekers for

Publicity



Write me for rates and list of
cars running everywhere!



George Kissam

253 BROADWAY, - - - NEW YORK.

My List

now comprises over

..13,000 Cars..

in the principal cities of

The U. S. and Canada.

Large advertisers have no time to waste figuring with irresponsible agents or small fry principals—they want

Street Car Advertising of the **Kind that Pays.**

and I can place it for them.



George Kissam

Postal Telegraph Building, - - New York.

From All Appearances
...1896...

will open as the

Banner Year

of prosperity, wealth and happiness—
especially does this apply in the
Northwest, where the

St. Paul...
...Globe

holds sway as the leading newspaper
in this locality.

Don't Forget

to place us on your list.



C. E. ELLIS,

Special Representative, 517-518 TEMPLE COURT, NEW YORK.

Chicago Office, BOYCE BUILDING,

W. J. KENNEDY, in charge.

If you subscribe for PRINTERS' INK at two dollars a year, your subscription will have to come in within thirteen days.

After thirteen days the subscription price will be five dollars a year.

Talk and Wind Mostly.

Mr. J. F. Pearson, located at 33 Barclay St., New York, has a finely equipped printing office, and turns out some very fine work. He is a practical printer himself and knows good ink when he gets it. He is a shrewd buyer, and pays cash whenever he can get a discount for doing so. When recently asked about Jonson's inks he replied: "Jonson's inks have given me every satisfaction. The saving in price is considerable. A single pound of ink don't cost much, and lasts a long while, but when you count it up at the end of the year it is quite an item. I find many ink makers when I send 75 cents for a pound of black, give me the same ink as if I sent \$1.50. I sent to one maker for a 50-cent book and cut ink, and to another for a 25-cent cut ink, and they are just exactly the same as far as I can see. Either they are cheating me or cheating themselves. I am tired of the tricks of the ink salesmen. What they give a man is talk and wind mostly. Jonson's colored inks give me entire satisfaction. They're just as good as I can get by paying two or three times as much."

When a customer calls on me to buy ink, he gets what he pays for. My prices are a'ways the same, whether you run a small hand press in a country job office or have a six-story building full of presses in a large city. I give a small order as much attention as a large one. I have no salesmen to bother you. My advertisements are my only means of securing trade and I waste no talk in them. I do just as I promise. If my inks are not found as represented I buy them back. I sell the best news ink ever made for 4 cents in 500-pound barrels and six (6) cents in 25-pound kegs. All my job inks are sold in $\frac{1}{4}$ -pound cans at twenty-five (25) cents a can, with the exception of my Bronze Reds, Carmines and Fine Purples, and these I sell at fifty (50) cents a can. No black ink was ever made that I am not glad to match and sell a $\frac{1}{4}$ -pound can for 25 cents. Try me on a small order.

PRINTERS INK JONSON, 8 Spruce St., New York,

Next to American Tract Society Building, cor. Nassau.

Copying

= = Inks.



Copying inks go so far that there is very little consumed and consequently the prices have always been at the top notch. One pound of ink will print one million (1,000,000) telegraph blanks and I can venture to say that there is not one hundred pounds consumed in any one day throughout the whole country. My copying inks are made exceptionally heavy, and can be reduced to suit the taste of the printer using them. Mr. Albert B. King of 105 William St., New York, is the originator of the imitation typewritten letter and uses considerable copying ink. When asked how he liked Jonson's inks he replied: "We use a great deal of your copying inks and the best proof that they are all right is our constant orders for them. We couldn't say more if we took all day to do it in."

Mr. E. J. Mullaly of 81 Centre St., New York, also uses Jonson's copying inks and when asked about them replied: "I have been using a good deal of your copying ink and it gives excellent satisfaction. One of our customers Gay Bros., who send out millions of letter circulars, want a special copying ink. They are very particular and yours suits them. The ink is clean and gives a perfect transfer. We can run off jobs of one hundred thousand at a clip."

Copying inks are sold from three to five dollars a pound by my competitors and are of a quality inferior to mine. My copying inks are sold in any shade for one dollar a pound or twenty-five cents for a $\frac{1}{4}$ -pound can, cash with the order. Try me on a small order, and if you do not find the inks as represented I will buy them back again.

Address, with check,

PRINTERS INK JONSON,

8 Spruce St.,

NEW YORK.

Seal Green

That was
Just Exactly
the Way
It Was.

"I HAVE USED RIPANS TABULES WITH MOST GRATIFYING RESULTS," WRITES PERRY LUKENS, JR., WHOSE OFFICE IS AT ROOM 74 IN THE NEW YORK TRIBUNE BUILDING. AS A GENTLE, PLEASANT LAXATIVE HE CONSIDERS THEM "SUPERIOR TO ANY MEDICINE HE HAS EVER USED." MR. LUKENS IS WELL KNOWN AS THE NEW YORK AGENT OF THE PITTSBURG (PA.) TIMES, AND OFTEN HAS EXPERIENCES TO UNDERGO. HE RELATES THAT ON ONE OCCASION, IN COMPANY WITH A NEWSPAPER PUBLISHER AND ANOTHER GENTLEMAN, HE SPENT A MOST PLEASANT EVENING, AND THEY ALL INDULGED IN REFRESHMENTS OF SO MANY KINDS, AND SO FREELY, THAT THE NEXT MORNING MR. LUKENS HAD "A DOUBLE COATING ON HIS TONGUE THAT WAS ALMOST SEAL GREEN." "I WAS BILIOUS," CONTINUED MR. LUKENS, "AND WAS ADVISED BY ONE OF MY COMPANIONS, WHO HAD BEEN THROUGH THE MILL BEFORE, TO TRY RIPANS TABULES, WHICH I DID, WITH MOST PLEASANT AND SURPRISING RESULTS. THE DISTRESSED FEELING IN THE PIT OF THE STOMACH SPEEDILY DISAPPEARED AFTER TAKING TWO TABULES." WHEN A COPY OF THIS TESTIMONIAL WAS SHOWN TO MR. LUKENS, SO AS TO MAKE CERTAIN THAT THERE WAS NO MISTAKE ABOUT IT, HE READ IT CAREFULLY THROUGH AND SAID: "WELL, THAT WAS JUST EXACTLY THE WAY IT WAS NOW, CERTAIN."

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to the Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.



The SAN FRANCISCO CHRONICLE

Has the Largest BONA FIDE CIRCULATION of any
NEWSPAPER published upon the
PACIFIC COAST.

DON'T LIKE ITS MEDICINE.

The *Examiner's* circulation fakir is whining because the *Chronicle* is affording the public an opportunity to judge of the value of his statements, but his protests will not deter us from trying to let as many people as possible know that the *Examiner* has steadfastly refused to say a single word in reply to the following assertions made in these columns:

FIRST—THAT THE "EXAMINER" IS IN THE HABIT OF SENDING LARGE NUMBERS OF PAPERS IN EXCESS OF BONA FIDE ORDERS TO ITS INTERIOR AGENTS, AND THAT THESE AGENTS ARE NOT REQUIRED TO PAY FOR THE SURPLUSAGE.

SECOND—THAT THE "EXAMINER," IN ITS ISSUE OF SEPTEMBER 29TH, MADE A DELIBERATE MISREPRESENTATION WHEN IT SAID THAT ITS ADVERTISING PATRONAGE HAD NOT DECLINED.

THIRD—THAT THE "EXAMINER" FRAUDULENTLY REPRESENTED ITS OFFICIAL WORLD'S FAIR EDITION OF JUNE 1, 1893, TO BE 500,000 COPIES, AND THAT SUBSEQUENTLY ITS CIRCULATION FAKIR SWORE THAT THE EDITION WAS ONLY 104,000 COPIES.

FOURTH—THAT THE CIRCULATION STATEMENTS MADE BY OUR CONTEMPORARY ON DIFFERENT DATES CONTRADICT EACH OTHER AND BEAR INTRINSIC EVIDENCE OF FRAUD.

FIFTH—THAT THE "CHRONICLE" HAS IN ITS POSSESSION THE NEGATIVES OF THE PHOTOGRAPHS REPRODUCED IN ITS ISSUE OF SUNDAY LAST, SHOWING A WAGONLOAD OF UNSOLD "EXAMINERS" BEING WEIGHED ON A PUBLIC SCALE AND AFTERWARD PROCEEDING ON ITS WAY TO A WASTE PAPER WAREHOUSE.

SIXTH—THAT THE PICTURES APPEARING IN THE "CHRONICLE" OF NOVEMBER 17TH, SHOWING GREAT STACKS OF UNSOLD "EXAMINERS" HEAPED UP IN THE LICK PAPER MILLS, READY TO BE CONVERTED INTO WRAPPING PAPER, WERE FROM BONA FIDE NEGATIVES.

The *Examiner* has persistently ignored these charges or has deliberately lied about them, and has spread its lies broadcast by flooding the city with unordered papers. It would be shortsighted on the part of the *Chronicle* to neglect to place the facts before as many *Examiner* readers as possible, hence the astonishment of some persons at being presented with copies of our charges.

The *Examiner* says that it only gave to its agents the privilege of returning unsold copies on a single occasion, but the denial does not harmonize with the fact that the number of returned headings was so large that the business manager of the paper deemed it the proper and economical thing to send them to the waste-paper dealer to realize upon. As waste of this kind is worth

about one-tenth of a cent a pound, there must have been an immense number of them to make it worth while to do them up and sell them.

SPACE OCCUPIED BY "EXAMINER" ADS.

	Columns.	1894.	1895.
April.....	1,103½	1,063½	
May.....	1,143	1,024½	
June.....	1,041½	893½	
July.....	907¼	912¾	
August.....	936	881	
September.....	936½	882½	
		6,073	5,657¾

Loss in 1895, 415½ columns.

Now this was as distinct a charge of dishonest dealing with its patrons as the accusation that the *Examiner* "fakes its circulation figures, but our contemporary failed to notice it. If the reader asks why we repeat because the evidence of the files does not permit it to sneak out of its life.

In its labored attempt of yesterday to plaster up its battered reputation, the *Examiner* intimated that the predictions made by the *Chronicle* regarding the course which it knew its contemporary would take indicated what it is pleased to term a backdown. If a positive refusal to submit to the arbitrament of a cooked-up set of books, prepared with the evident design of bunking, is to be regarded as such, our contemporary surmises correctly. The *Chronicle* has achieved its great success by publishing a first-class newspaper and by strict attention to the details of publication, and cannot be fooled into entering an arrangement in which, like a card sharp, its adversary has all the advantages which result from the employment of what is known as "a cold deck," a term with which we infer our contemporary must be very familiar, judging from its readiness to resort to the methods of a gambler to settle disputes.

As to the continuance of the controversy, that depends upon circumstances. If the methods of blackguards are to be resorted to, and what is strictly a business proposition is to be made the vehicle for personal abuse, we shall decline to continue the discussion, although we are loaded with indisputable evidence that will conclusively prove that the *Examiner* is a deliberate circulation fakir and that its methods of imposing on the credulity of the public are characterized by a rawness and persistent blundering which make the paper a laughing-stock among newspaper men and advertisers.

A concern that offers \$100 for a supply of brains for the use of its business office is not entitled to be regarded as very clever; still we have heard of criminals with much less astuteness getting up an alibi in a shorter period than six weeks.

"THE SAN FRANCISCO DAILY CHRONICLE is the most important newspaper on the Pacific Coast—one of the few in the United States that may be said to stand in the front rank of American Journalism."—"HARPER'S MAGAZINE."

NEBRASKA

Is most thoroughly covered by the

State Journal

which has the largest circulation in the State, and which is looking for a chance to compare its circulation books with those of the Omaha dailies.

It has required 25 years of steady, honest growth to place THE JOURNAL in the lead of all Nebraska dailies, therefore it is there to stay.

10 Trains Out of Lincoln on Lines of Road before 10 a. m.

This explains in a single sentence one of the reasons why THE STATE JOURNAL has the largest circulation in Nebraska.

The Omaha papers can't get out. They have been writing editorials, calling on their business men and everybody else to help them get the trains run to suit them.

Here is part of what the Omaha Bee has to say on the subject:

"Will Omaha business men awaken to their own interests and unite in demanding better mail facilities out of this city, or will they permit themselves to be distanced by commercial rivals, and allow the channels of trade to be flooded with their papers (meaning THE JOURNAL) to the exclusion of the Omaha dailies."

* * * * *

Note the Difference:

Out of Lincoln there are 10 trains before 10 a. m. on which THE JOURNAL is **the only morning paper to go out**, viz.: 3.15—3.45—4.00—4.45—7.15—7.25—two at 7.30—8.00—10.00.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago.

OUR POST-OFFICE.

In PRINTERS' INK for November 20th readers observed unsightly blank spaces on pages 5, 6 and 8. This was where matter had been gouged out because the New York postmaster had said that it would, if printed, endanger the right of PRINTERS' INK to be carried in the mails as second-class matter. The wording excluded by this decision was as follows—on page 5 and extending over to page 6:

To every person who sends a coupon filled up with a vote in favor of the advertisement which shall be declared the best by receiving the largest number of votes, a subscription coupon shall be sent entitling the voter to a year's subscription for PRINTERS' INK without further payment. This subscription coupon, being payable to bearer, may be sold or presented to a friend if the recipient is already a subscriber to PRINTERS' INK. Sample copies of this issue of PRINTERS' INK, from which voting coupons may be cut (see page 8), can be had by application at the office, inclosing five cents.

On page 8 the excluded paragraph read:

Each voter who happens to cast a vote for the advertisement which received the highest number of votes will be entitled to receive a coupon good for a year's subscription to PRINTERS' INK when returned to the office with the subscriber's name written across the back.

Although the authority consulted in the New York Post-Office has had twenty years' experience with the laws and regulations about second-class matter, the publishers of PRINTERS' INK thought that he was probably wrong in his decision, and, although they, from motives of prudence, acquiesced in his suggestion, yet they did not feel like treating the question as finally disposed of without submitting it to the Third Assistant Postmaster-General at Washington, where all such questions are finally decided by two clerks, named Fountain and Davis, respectively; therefore, the pages in question were inclosed to the Department, and the following letter was written:

NEW YORK, Nov. 23, 1895.

Hon. Kerr Craige, Third Assistant Postmaster-General, Washington, D. C.:

DEAR SIR—After preparing the inclosed matter for PRINTERS' INK, one of our employees suggests that it is liable to be open to criticism from your Department upon one or two points. Will you kindly inform us whether there is any matter in these pages that will imperil the rights of PRINTERS' INK to be carried in the mails as second-class matter, and if so, will you kindly indicate what changes will be required so as to obviate the difficulty? We send two copies, so that one may be retained by you and the other returned to us with the necessary instructions.

Your reply will greatly oblige your obedient servants,
GEO. P. ROWELL & CO.

After waiting several days, and no reply having been received, the Department was again applied to with a request that the letter of November 23d be answered. On the second day of December the following letter from the Department came to hand:

WASHINGTON, D. C., November 30, 1895.
Messrs. George P. Rowell & Co., No. 10 Spruce street, New York, N. Y.:

SIRS—Replying to your letter of the 23d instant, I have to state that the pamphlet submitted is regarded by this office as a circular, and therefore, liable to postage at the third-class rate. Respectfully yours,

KERR CRAIGE,

Third Assistant Postmaster-General.

And as this communication failed to answer the question that had been submitted to the Department, the following letter was dispatched to the Department on the same day:

NEW YORK, Dec. 2, 1895.

Hon. Kerr Craige, Third Assistant Postmaster-General, Washington, D. C.:

DEAR SIR—Your letter of Nov. 30th, purporting to be in answer to ours of Nov. 23rd, is duly at hand. If you will re-read our inquiry, you will perceive that your reply fails utterly to answer the only question contained in our letter of Nov. 23rd. We will repeat that question:

Will you kindly inform us whether there is any matter in these pages that will imperil the rights of PRINTERS' INK to be carried in the mails as second-class matter, and, if so, will you kindly indicate what changes will be required so as to obviate the difficulty?

In your letter of November 30th you say in reply that "The pamphlet submitted is regarded by this office as a circular."

We believe that there is no law which forbids the publication of a circular in a newspaper, although there may be a law which will forbid a newspaper publishing a circular containing matter that is not properly mailable. The question is, does this circular contain any such matter? Would the publication of this circular in the New York World, for instance, render the New York World unmailable as second-class matter?

Will you kindly cause a reply to be sent to us such as we suppose a citizen, in search of knowledge to enable him to conduct his business properly, would be entitled to expect from your Department? We are,

Your obedient servants,
GEO. P. ROWELL & CO.

Inasmuch as no reply came in the usual course, a telegram was sent on the fourth of December asking for a reply to the letter of December 2nd, and on the morning of the 5th the following telegram came:

WASHINGTON, D. C., December 5, 1895.
Messrs. Geo. P. Rowell & Co., Spruce street, New York:

If proposed matter is incorporated in regular issue of PRINTERS' INK status of publication will not necessarily be jeopardized.

KERR CRAIGE,

Third Assistant Postmaster-General.

Upon receipt of this telegram, a representative of PRINTERS' INK visited the New York Post-Office and protested to Col. Gayler (the authority there for twenty years or more) that they ought not to have been compelled by his decision to practically spoil the effectiveness of their announcement in their issue of November 28. Col. Gayler looked over the papers from the Department and a tired expression was observed to pass over his venerable but kindly countenance.

One year ago, in a somewhat similar case, a special issue of PRINTERS' INK had been submitted to Col. Gayler and had his approval, but for some reason and in some way which has never been explained, the Department in Washington, presided over by the aforesaid clerks, Fountain and Davis, ordered that particular issue of PRINTERS' INK to be excluded from the mails, even before it had ever seen the light, therefore, before any Post-Office official, except Col. Gayler who had approved of it, could have known anything particular about it.

Col. Gayler, when afterwards called upon to explain how it was that the Department thus overruled his decision, shrugged his shoulders, but said that he still failed to perceive any reason why that particular issue of PRINTERS' INK was not mailable; but added the statement that it was for the Department to decide and not for him. An intelligent lawyer who visited Washington at the time, and had interviews with the Department, could learn no reason there, and on his return could suggest but one for the exclusion of that issue of PRINTERS' INK; and this reason had been suggested to him by a Member of Congress, who had become interested in the case, and who said that it was simply pure cussedness!

In parting from Col. Gayler after the above named interview, PRINTERS' INK's representative was informed by the Colonel that he did not say that the paragraphs would cause the paper to be excluded, but he said they would be LIABLE to cause its exclusion. In this connection, it will be observed that the telegram from Washington says that if the proposed matter is incorporated in the regular issue of PRINTERS' INK, status of publication will NOT NECESSARILY be jeopardized. It will be perceived that our Solons of the post-office keep ever a saving

clause, and sailing between Col. Gayler's LIABLE and the Third-Assistant Postmaster-General's NOT NECESSARILY reminds one of the old marine difficulty of avoiding both Scylla and Charybdis—the devil and the deep sea. Why not have a law passed by and by, which a New York postmaster with twenty years' experience and a North Carolina lawyer with only two or three may stand some chance of interpreting in the same way?

GIVING DEFINITE INFORMATION IS PROFITABLE AND FEASIBLE.

Interview with A. Frank Richardson in PRINTERS' INK for Dec. 4th, 1895:

"The publishers who don't give detailed statements are rapidly learning that they must change their ways or be left out of the appropriations."

Mr. Richardson named the newspaper directories he considered the leading ones in the order of their value or their importance:

"Well, there's Rowell's and Ayer's."

Here Mr. Richardson paused, and I waited for him to go on.

Finally he said, "I am stopping."

"What for? Don't you think there are any other leading directories?"

"No, these two are top. There are other directories, but these are the leading ones. I mean their publishers put big money into them—many thousands of dollars annually—maintain large departments, working the year round getting information and putting it into form, and when I say a department I mean there is not a small boy or girl in it at \$7 a week, but men—all experts in this line—men who have been at it for years."

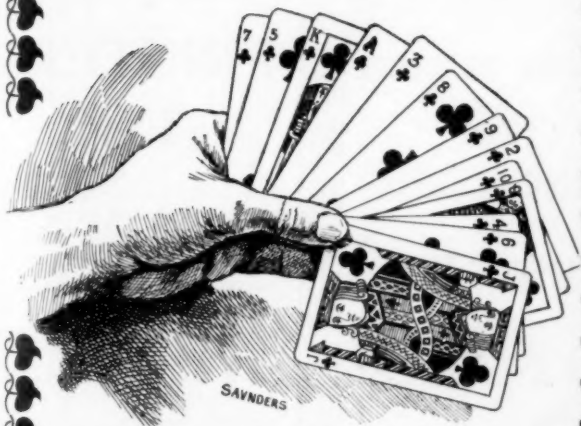
"If all publishers would make a truthful, detailed statement of their circulation to directory publishers it would be the means of making hundreds of new advertisers, which would mean an increase of business to every publisher. Of course, it takes a little time—there is not a publisher in America but what could do it in a day or two."

HOW TOLEDO IS ADVERTISED.

The Toledo Chamber of Commerce has prepared a series of small slips or cards, just large enough to go into an envelope. The special point dwelt upon in it is Toledo's healthiness, it being claimed that it is the healthiest city of the United States. The comparative death rate of thirty leading American cities is published, and Toledo appears as having the smallest. Its rate is 8.59 to each 1,000 inhabitants, as against 9.05 for Helena, Montana, to 27.29 for Charleston, S. C. Philadelphia is quoted as having an 16.28 death rate. Statistics are also given showing the city's increase in population since 1840, and its general attractions are also dwelt upon. These cards are distributed among the business men, who slip one in each outgoing letter. Thus is Toledo constantly brought before the business men of other cities.—*Grocery World*.

ADVERTISING, to be profitable, must be persistent, logical, and, above all, truthful.—*A. W. Paine*.

A WINNING HAND.



There's no trouble in winning the game when you hold the winning hand. Poor advertising makes the game of business a hard one to win.

Advertising in the

CLEVELAND ..PRESS..

with its guaranteed circulation of over 70,000 daily, is profitable, and the advertiser who uses the PRESS holds a winning hand and is not playing at a game of chance.

THE SCRIPPS-McRAE LEAGUE,

E. T. PERRY,

Manager Foreign Advertising Department.

53 TRIBUNE BLDG, NEW YORK.

66 HARTFORD BLDG, CHICAGO.

THE PRIZE ADVERTISEMENTS AND THE "PRINTERS' INK" VASE.

In connection with this article three advertisements are shown which, taken in conjunction with those exhibited in these pages since August 14th, are all that will receive special consideration in connection with the promised

Every reader of PRINTERS' INK is interested in advertising.

Every one interested in advertising will find much to interest him in PRINTERS' INK.

Young Ambitious Clerks AND Business Men

of all and every description, ought to bear in mind that an early study of the knowledge how to advertise may be a mighty promoter of their sweetest hopes, to rise, to become independent. By subscribing for

Printers' Ink

the weekly trade journal for advertisers, they receive

Fifty-Two Advertising Lessons

for only two dollars, postpaid by mail, one lesson weekly.

PRINTERS' INK embodies the practical experience of thirty-one years in the advertising field. It gives every week the views of the most competent writers on the advertising topics, new ideas, new impulses, new thoughts leading toward the road of business success.

PRINTERS' INK is authority on all advertising questions, it is the tried, faithful friend of thousands of self-made men, it can do equally well for you.

Sample copy free. \$2 per year. Subscribe now. After December 31, 1895, the subscription price will be advanced to \$5 a year. Address with cash,

PRINTERS' INK,

10 Spruce St.,

New York.

PRINTERS' INK

is a journal published for advertisers, whose contents are written by advertisers and advertising experts for the good of other advertisers. It is the medium for the exchange of good advice, good sense and good will in advertising. It is a good desk-mate, a good friend and a good counsellor to every advertiser. It is the universally acknowledged school-master in the intricate art of advertising.

PRINTERS' INK is published weekly. Its present subscription price is \$2 per year. After Dec. 31, 1895, this will be increased to \$5 per year. Any one can now get it for as many years as he chooses at \$2 per year. Sample copy free.

Printers' Ink,
10 Spruce St.,
NEW YORK, N. Y.

awards, unless perchance the Vase itself shall be carried off by an advertisement of superior excellence—presented between the time of going to press with this and the next issue—between Wednesday, December 11th, and Wednesday, December 18th.

Up to the time of going to press (Dec. 11th) there had been received seven hundred and eighty-nine advertisements in competition for the Vase. For twenty consecutive weeks the advertisements received have been ex

amined and compared, and a selection made of the one thought more likely

than any other received that week to induce a reader to become a subscriber to PRINTERS' INK. The weekly awards were as follows:

- 1st week—Charles J. Zingg, Farmington, Me.
- 2d week—W. J. Gray, Cookshire, P. Q.
- 3d week—Frank W. Decker, Newburgh, N. Y.
- 4th week—Solomon Neumann, San Bernardino, Cal.
- 5th week—John L. Getman, Herkimer, N. Y.
- 6th week—R. G. Carleton, New Haven, Conn.
- 7th week—Thad. R. Manning, Henderson, N. C.
- 8th week—Dr. A. M. Wilson, Kansas City, Mo.

Results.



Printers' Ink,

a weekly journal, teaches the object lesson of result-bringing advertising methods. It is the representative journal of America's advertisers, and its unsurpassed qualities of excellence won it the proud position as the standard publication in this or any other country. Valuable essays of practical advertisers and specialists of business publicity are the leading features of its 60-70 weekly pages.

A masterly conducted department for retailers gives individual advice to subscribers, reproduces in every issue well-written ads, which lend a helping hand to write your own.

PRINTERS' INK discusses advertising topics in an intelligent, impartial, instructive manner. The results of advertising depend on knowing HOW TO DO IT. No other paper brings out the ways and methods plainer or stronger.

If you want better and more results from your money invested in advertising, subscribe for and read PRINTERS' INK.

The subscription price is NOW \$2.00 per year for any number of years you like to prepay. After Dec. 31st, '95, the new rate of \$5.00 per year will be charged. We like to send you a free sample copy.

Address PRINTERS' INK, 10 Spruce St., New York.



H. P. BROWN, Paulsboro, N. J.
Aged 24.



T. R. MANNING, Henderson, N. C.
Aged 38.

9th week—Chas. Bradshaw, Carrollton, Ill.
 10th week—Charles J. Zingg, Farmington,
 Me.
 11th week—Jacob Black, Milwaukee, Wis.
 12th week—Dr. A. M. Wilson, Kansas City,
 Mo.
 13th week—Charles J. Zingg, Farmington,
 Me.
 14th week—Richard L. Curran, New York
 City.
 15th week—Octavus Cohen, New York
 City.
 16th week—Charles J. Zingg, Farmington,
 Me.
 17th week—Dr. A. M. Wilson, Kansas City,
 Mo.
 18th week—Bert M. Moses, Brooklyn, N.Y.
 19th week—Chas. F. Jones, Chicago, Ill.
 20th week—Charles J. Zingg, Farmington,
 Me.



CHAS. F. JONES, Chicago, Ill.
 Aged 32.



A. M. WILSON, Kansas City, Mo.
 Aged 41.



CHARLES J. ZINGG, Farmington, Me.
 Aged 33.



FRANK W. DECKER, Newburgh, N.Y.
 Aged 28.

It has been made plain that, inasmuch as the Vase is to be awarded to positively the best advertisement, the opportunity to win it actually remains open until the moment of going to press with the issue of PRINTERS' INK for Wednesday, Dec. 25th—viz., till 6 o'clock p. m., Wednesday, Dec. 18th.

It is equally apparent that although the opportunity to win the Vase remained open till Dec. 18th, as above, the chance for an advertisement to be counted among the best twelve expired when the issue of PRINTERS' INK for the 18th went to press—viz.,

at 6 p. m. of December 11th, because it was specified that the selection of the best advertisements should be made out of all that should *up to that time* have been submitted.

A careful revision of the entire collection of six hundred and ninety-eight advertisements that had been received and considered on or before December 4th, together with the ninety-one received between Dec. 4th and 11th, seemed to confirm the weekly awards with one exception. That exception occurred in the sixth week, the final decision awarding first choice for that



OCTAVUS COHEN, New York City.
Aged 35.



JOHN L. GETMAN, Herkimer, N. Y.
Aged 27.



BERT M. MOSES, Brooklyn, N. Y.
Aged 34.



SOLOMON NEUMANN, San Bernardino, Cal
Aged 34.

week to an advertisement prepared by H. P. Brown, of Paulsboro, N. J., instead of the one by R. G. Carleton, of New Haven, whose advertisement was given in *PRINTERS' INK*, issue of Sept. 11. Mr. Brown's advertisement is shown for the first time in this issue. (See page 28.)

The final re-examination brought out a fact that in some weeks of the competition the average quality of the advertisements submitted was not high, and although some one received the award for having produced the best of the lot,

yet the advertisement so selected may not have been very good after all, while in another week, when the quality of the advertisements submitted was of a higher character, the advertisement thought to be second best might easily be better than the best one produced during the week when the average of quality was lower. It had been promised that in the selection of the best advertisements all that had been submitted should be considered, and this promise was carried out.

Half-tone portraits of the ad-smiths who have credit for producing the twelve best advertisements are given in this issue.

In the re-examination of the entire collection of seven hundred and eighty-nine advertisements, only fourteen were found that appeared to be better than some of those to which an award had been made for some of the weekly reviews; and only one of these, beside that of Mr. Brown, stood the requisite test when the final selection of the twelve best ads had to be determined. The one advertisement that still held its claim for consideration over weekly prize winners was received in the eighteenth week, and was at the time considered a pretty equal match to the one to which the award of that week was accorded. The advertisement to which reference is now made is by Chas. J. Zingg, of Farmington, Me., and is first shown in this issue, see page 28, first column. The best advertisement for the twentieth week was received between December 4th and 11th, coming on the seventh. From its excellence it also took precedence over one of those that had previously received one of the weekly awards. It is shown in this issue, page 29, and is headed "Results;" it also is from Mr. Zingg. The twelve best ads in hand up to December 11th were finally determined on as follows:

The prize ad for the second week, by W. J. Gray, Cookshire, P. Q.

The prize ad for the third week, by Frank W. Decker, Newburgh, N. Y.

Prize ad for fourth week, by Solomon Neumann, San Bernardino, Cal.

Prize ad for fifth week, by John L. Getman, Herkimer, N. Y.

Best ad for sixth week, by H. P. Brown, Paulsboro, N. J.

Prize ad for seventh week, by T. R. Manning, Henderson, N. C.

Prize ad for fifteenth week, by Octavius Cohen, New York City.

Prize ad for seventeenth week, by A. M. Wilson, Kansas City, Mo.

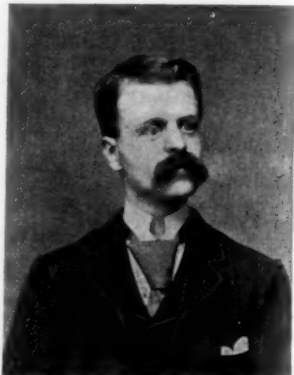
Prize ad for eighteenth week, by Bert M. Moses, Brooklyn, N. Y.

Prize ad for nineteenth week, by Charles F. Jones, Chicago, Ill.

Second best ad for eighteenth week, by Charles J. Zingg, Farmington, Me.

Best ad for twentieth week, by Charles J. Zingg, Farmington, Me.

The prize advertisements for the first, sixth, eighth, ninth, tenth, eleventh, twelfth, thirteenth, fourteenth and sixteenth weeks were turned down.



W. J. GRAY, Cookshire, Quebec.
Aged 26.

It is not yet certain that the Vase will be awarded to one of the twelve advertisements above named. That question could not be decided at the time of going to press, as there yet remain seven days in which it would be possible for the Vase-winning advertisement to be received.

Souvenir spoons have, however, been awarded to the writers of the twelve ads above mentioned, according to the terms of the competition.

A GROCER'S EFFORT.

A grocer in a rural district thus calls attention to his stock in trade:

"Hot coffee, tea, ginger and spruce bear, pies, donuts, billed Eggs, pigs fetes and sarsiges sold hear. Also fresh and skimmed milk, warranted pure with no warter. Broken glas and chana taken in parte paye. No ardent lickers sold hear." This is short and to the point, and marks the advertiser as a man of thrifty and economical habits, the "broken glas and chana" has been probably manufactured into mosaic work.—*San Francisco Traveler.*

THE PUBLIC'S SKEPTICISM.

By Harry A. Rand.

It has often been noted that those who are most ignorant are most positive in their beliefs and opinions. The higher the education of the individual, the more open he is to explanation, suggestion and conviction. Those who have drunk deep at the Pierian spring constantly chafe at the limits nature has set to man's achievement; the more they learn, the greater the sense of what remains unlearned. Such persons are always ready to listen and weigh the matter in hand; they do not believe their opinions to be infallible, or that their experience of things has necessarily given them the right views of everything sublunary.

The ignorant individual, to use an expressive colloquialism, "knows it all"—he rejects with the utmost confidence in the infallibility of his opinions. He feels that his limited experience of life and living makes him competent to judge, or rather neither thinks nor feels on the subject, but takes his infallibility as a matter of course.

It is a curious fact that this skepticism of the ignorant is accompanied by a great capacity for belief, and that often, when the advertiser's tale is made more wonderful and alluring, belief reigns where once disbelief held sway. These contradictions of human character and characteristics are what make the study of advertising so interesting, and will always make it as uncertain a science as is the science of the human mind. When the latter science is thoroughly mastered, the inexplicable things in advertising will become clear. The art of advertising is the art of influencing the human mind to think in the direction of the advertiser.

But to return to the subject. The ignorant, skeptical class is most influenced by what is said by the people it respects. For example, if the family physician should recommend a certain proprietary preparation at which it had previously scoffed, its skepticism would vanish immediately. Testimonials coming from high places—such as the ubiquitous testimonials of Miss Lillian Russell, for instance—have apparently great influence, and in direct ratio to the prominence of the individuals giving them. When the great, inert mass begins to believe, it usually believes simply because others believe, not be-

cause conviction has followed explanation and argument.

The better class of the public is as readily affected by these considerations, but at the same time its skepticism is of a class more open to sensible argument, a fact that makes it considerably easier to make an early impression. The great art of overcoming skepticism is to use all available methods—simultaneously, if possible—until the public, attacked on every side, is ready to succumb.

The great mass of the American people are, perhaps, far less skeptical than they should be. They have a great hunger for novelty and marvel, and are ever ready to listen and believe. Save, perhaps, in the case of inventions that are so novel as to tax credulity to the utmost, the advertiser's path is fairly smooth. The marvelous achievements of Pasteur, Tesla, Edison and a host of others have made us as a people singularly free from morbid skepticism and almost ready to believe that it is possible to accomplish almost anything.

This absence of skepticism, rather than any extreme capacity for belief, is, perhaps, what makes advertising in America so successful. As a people we stand in a receptive attitude toward the advertisers, who, shrewd fellows as they are, make the most of their opportunities.

TELL IT OUT.

Don't sit down and wait for trade,
'Tain't the way,
Get a hustle, make a show,
Push your business—make 'er go,
Don't sit down and wait for trade,
'Tain't the way,
'Tain't the way.

If you've anything to sell,
Tell it out.
Let your neighbors see you're "fly,"
Get up "bargains," don't say die,
If you've anything to sell,
Tell it out,
Tell it out.

Folks won't know you if you don't
Advertise.
Keep things movin' every day,
Talk about it; that's the way.
Folks won't know you if you don't
Advertise,
Advertise.

—Buffalo News.

WHAT the advertiser wants to do is to put forward original ideas in his announcements. He does not want to be too precise, or too grammatical. He wants to say something which will form a niche in the head of the man he wants to get at.—*Shoe and Leather Facts.*

Good Advertising

The name of my forthcoming book is "Good Advertising." It is to appear about February 1. There will be between 700 and 800 pages, and about 170 chapters, each devoted to some different phase or problem or subject relating to advertising. What I have written is the best I have been able to learn in ten years' experience with advertisers the world over, of every kind, condition and degree. I believe I have covered every question that arises in the minds of business men in connection with advertising. I have told how some men succeed, and pointed out why others have failed. There are chapters devoted to every retail line I could think of. Perhaps half the book is devoted to retailers—the other half to the hundred and one different kinds of advertising.

The Book's Circulation.

I firmly believe that more than 10,000 copies can be sold in a short time. I expect to spend a large sum of money advertising my book. I expect to do the best advertising I know anything about in pushing its sale. I have absolute faith in its practicability. I believe it is worth to any business man ten times what it costs. With these facts back of it, I know I can sell more copies than I promise to my advertisers. If the total is twice 10,000 within the year, I shall not be surprised.

There will be a number of paid advertisements inserted in my book. I consider them as interesting and important as the reading matter. No ad will be printed unless it contains information of value and interest to advertisers and business men. These ads will have the best possible positions. They will be inserted among the pages of reading matter.

Advertisements Wanted.

The number of such ads will be limited. Perhaps half the space is now sold. I want to sell the other half. The price is \$100 a page. I shall be glad to get orders from those who have things to sell that will be of interest to those who read the book. Publishers can in this way get a permanent audience, and the same can be said of anybody else who wants to reach advertisers and business men.

Three Offers.

(1) Send me \$5 NOW, and when the book is issued I will send you a copy. For the advance payment I will give as a premium a six months' subscription to **PRINTERS' INK** and a three months' subscription to *Brains*, the paper devoted to retail advertising. This means \$8.50 for \$5.

(2) Send me an order now for a copy of my book, to be delivered and paid for when issued, and I will give you a coupon for a six months' subscription to **PRINTERS' INK**, or a three months' subscription to *Brains*. You can take whichever you like best.

(3) Send me an order after Feb. 1, together with \$5, and you will receive the book alone. No premiums after that date.

Charles Austin Bates,

1413, 1414, 1415 Vanderbilt Bldg., N. Y.

Plans, Advice, Writing and Illustrating for Advertisers.

A BOWERY HATTER.

M'CANN TELLS ABOUT HIS METHODS.

The signs of "M'Cann's hats," those strikingly live black and white lithographs that stare you in the face as you loiter on the L platforms, are well known to every New Yorker. M'Cann has a monopoly of this advertising for hats and he told of this and some of his other methods, in his store at 210 Bowery, the other evening. M'Cann is one of the half-dozen (not more) Bowery merchants who are live general advertisers. "Men differ," said M'Cann, "about the way they shall advertise. It is a question of individual judgment—a judgment gradually molded by experience into a consistent method of using printers' ink for the case in hand.

"My general philosophy is that any form of advertising is good. You can't do anything in that line that will not bring in some trade. Even if your advertising is repulsive to the generality of people, there are some whom it will attract, not repel. Poor advertising is better than no advertising at all. Speaking personally, if I were to spend money in the *Evening Post*, a paper which is 'taken in' by the very best people in New York, I would feel as if I were not likely to get it all back. I read the *Evening Post* myself every night before I go to bed and have for years. My day is not complete without it. But I have never spent a dollar in it for advertising and probably never shall, for it does not reach the class who patronize me. On the other hand I feel that the *Evening News*, the *German Herald* and the *Sun* are just what I want. I have advertised in the *Sun* for years and it has constantly brought me direct answers. Probably more than any other single medium I have ever used. The *World* has undoubt-

edly a very much larger circulation, but I do not think the small advertiser stands the same chance in the *World* because the ads are so crowded. I have always felt that if I did not use a big space in the *World* I would not get the benefit of that big circulation. I think, too, the *World* is read too hurriedly. I often note on the surface cars and on the L cars in my daily trips people whose appearance indicates solid respectability who pull out the *Sun* in the afternoon, to scan its columns for something they may have missed in the morning reading. The *Sun* appears to be a good deal like a magazine. Its buyers stick to it till

they read it all through—ads and all. It seems to me to be pre-eminently the paper that is best liked by the best type of New Yorker.

"I consider the platforms of the L stations, for many reasons, a good medium for a standing ad on Manhattan Island. People speak of those lithographed posters of mine frequently, and I believe they have been great trade stirrers for me. Once in a while one of them will make a peculiar hit that brings the response right out. I put a picture on the L stations this spring, of a benevo-



B. J. M'CANN.

lent looking old fellow, with white cheek whiskers, under an 'Alpine' block. A good many men have come in and said, 'I want that Chauncey Depew hat,' imagining the face was Chauncey Depew's. The model is a stock ad from a lithographing firm in Cleveland. I don't know who the original is, but you see the point. We get those hat posters two or three times a season. For this season my first order was four styles, afterwards for two others, all to be placed on the L bill-boards. I use from 2,000 to 4,000 posters, illustrating from six to eight styles, on the New York and Brooklyn L lines each sea-

son. I've got a monopoly of the hat advertising on the L. stations and have had the contract now for twelve years. The public don't seem to get tired of those posters. It is a fresh face and a fresh hat each season. I think a great part of the interest is because it furnishes a ready index to the new styles.

"When I came on to the Bowery nineteen years ago, Callahan was the only retailer who spent any money for advertising. One of his favorite methods was to employ fellows in hard luck who struck him for a drink to promenade the Bowery and Grand street with 'sandwiches' hung on them. That was a primitive era for New York advertising, and the sandwich man was a great feature of Broadway in those days. Callahan was the leading advertiser on the Bowery for years, and left a fortune of a million dollars made in retailing hats.

"I have used the *Sun* almost daily for fifteen years in just one way. I insert two to five lines during the season, immediately after the reading matter on the fifth page. My theory at the start—and it has been well sustained—was, that a large number of readers who are going through the paper for news will run into me by accident. In the German *Herold*, the best medium for results among the Germans, I use a two to four-inch display ad daily. I also use reading matter in the same position as the *Sun's*, in all the New York dailies excepting the *Times*, the *Tribune* and the *Post*. I have always believed in the programmes for my business, and patronize them all now except a few whose rates are extravagant, such, for instance, as Daly's, in which space costs \$15 per inch per month; the Lyceum, which charges \$12, and the Metropolitan Opera House, which commands a rate of \$3 to \$5 per inch per insertion during the opera season.

"I give away four or five hundred dollars' worth of calendars at the beginning of each year. I always have the feeling, when I stop any of my usual methods, as if I were losing a little, even if sales are not diminishing. A Bowery trade comes from everywhere. It's the most independent thoroughfare in the whole world. You get only a small slice of the neighborhood trade, and you can't begin to depend on it for a living. I don't think over 10 per cent of my trade comes from my neighbors. Fully 50 per cent of it comes from above Fifty-

ninth street, all the way up to One Hundred and Seventieth street, on the east side of town. That business all comes from my advertising. Ten years ago 90 per cent of my trade came from below Fourteenth street. That's one instance of Bowery expansion. The balance of my trade comes from Brooklyn and the west side of town. This is all catered to and kept up by direct advertising. I always use one particular thing from the beginning to the end of the season. This I can afford, as I have only one thing to sell—hats."

J. L. FRENCH.

RECOMMENDS THE SPY SYSTEM.

Interview with A. Frank Richardson in PRINTERS' INK for Dec. 4, 1895:

"The Directory ought to send out a practical pressman and printer who would spend all his time the year around investigating circulation. He ought to be a practical pressman and printer so that he could fall in with the pressman and printers of different papers and draw them out about circulation facts and figures. That is the only way I know of in most cases to get at the real circulation of papers that will not tell the truth about it."

"But wouldn't this be rather a different undertaking if all the newspaper directories were to send out press-room detectives?"

"Certainly not. The investigators could travel for rollers or type, or something of that sort that would do for an excuse."

"You think the same man could go round the second year with the same success?"

"They could if they did not give away what they had been doing to any one except their employers and if the employers kept the thing a secret, merely giving the results without stating the methods they used to get them."

IT IS A FACT.

Interview with the publisher of the Milwaukee (Wis.) *Evening Wisconsin* in PRINTERS' INK for Dec. 4, 1895:

"Is it a fact that you pay \$2,600 for the first page of PRINTERS' INK for advertising the *Evening Wisconsin* in only one issue in four for a year—that is, \$200 a time for thirteen issues?"

"Yes."

"Do you think it is worth what it costs?"

"I have made up my mind that I shall renew the order if I am asked to do so."

"I am told that your office has generally sent in to PRINTERS' INK from fifty to sixty subscribers, obtained among Milwaukee advertisers. Is that a good thing to do?"

"Yes."

"What effect does it have?"

"It keeps their ideas up to date, and enables them to prepare better advertisements for the paper, and the better the ad, the better profit the advertiser gets from it, and the better profit he gets, the more money he will spend with us."

IF GOODS and ads are of the best
The newspapers will do the rest.



A DISTINCTIVE BORDER.

By Fred P. Ronnan.

It is not an exaggeration to assert that never in the history of magazine advertising has a higher quality of work been displayed than that which marks the present era of advertising effort in the direction indicated. Both as regards text and type there would seem but little room for improvement.



The most noticeable progress has been made in the taste and appropriateness which has characterized the use of distinctive borders by the leading advertisers, and it is gratifying to be able to say that the use of such is becoming the rule, instead of, as heretofore, the exception.

There seems to be no limit to the number and originality of the designs



which are put out daily by those up-to-date advertisers who believe in making their announcements as different as possible from the work of their competitors. The favorable effect of a suitably designed border upon the text of an ad cannot be overestimated, and the only question which arises in this connection is whether an advertiser, having secured an appropriate



border, should continue to use it right along or change it as often as he does the matter which it incloses?

Many have expressed the opinion that an advertiser should adhere to the one border so as to individualize the ad as much as possible, on the supposition that such a repetition possesses a value akin to the familiar "catch-phrase"; others again argue that if

you change the border you give the ad an additional effectiveness on the mere grounds of novelty and attractiveness. It is difficult to arrive at a decision upon a point like this, offering as it does so much open ground for debate, but one would rather incline to the acceptance of the first view, on the



score of economy at least, and in face of the fact that it would be no easy matter for an advertiser to get up original borders as often as it became necessary to change his ads.

The examples, herewith, are some of the latest and most effective that I have seen for some time, and will afford an idea of what is being done along these lines. The Pears' Soap people have seemingly admitted the



value of the distinctive border by indulging in the one which heads this article. Another notable departure from the ordinary, in this respect, is seen in the border used a few weeks ago by *McClure's Magazine*, in advertising their Lincoln articles. Few will read the advertisement without being struck with the simple and artistic taste which suggested the rail fence as



the *motif* upon which the border is based (see tail piece). Among bicycle manufacturers the use of a distinctive border has spread like a contagion, an assertion that will find confirmation by an examination of the leading trade journals which represent this important and growing industry.

The eight examples in the midst of this article will afford an idea of what is being done by advertisers in the line of



borders. The first, the property of the Premier Cycle Co., of Bridgeport, Conn., emphasizing the spiral feature

in the construction of the tubing they use, is particularly good, and should be of great value in an ad. The next four are in use by the respective firms named: Bidwell-Tinkham Co., N. Y., Stearns Mfg Co., Syracuse, N. Y., Peerless Mfg Co., Cleveland, O., Barnes Cycle Co., Syracuse, the last named having the most effective border of the four. The Boston Woven Hose Co., makers of the "Vim" tire, use the sixth example, and it is striking if nothing else. The Dueber-Hampden Watch Co., of New York, indulge in



the rather ordinary style, next shown, and even friend Woodbury confesses to a weakness for the *individual* border by repeating himself in the manner illustrated.

The space devoted to the use of a good border is anything but wasted, and when taste and judgment are exercised in its selection, nothing but satisfactory results may be looked for, as there would seem to be no better means of attracting the attention of the average reader than a properly constructed inclosure for the advertiser's message to the public.



LIVING POSTERS.

The newest of all new things—newer than the new woman even—is planned for the annual promenade concert of the Visiting Nurses' Association, to be given at the First Regiment Armory next week.

The living poster has never been seen either in Chicago or anywhere else. The originals to be reproduced are selections from the works of Cheret, Grasset and Lutree, Dudley Hardy, Beardsley, and Rhead. The living posters will be advertised by a special poster which is being designed for the committee by an artist at the Art Institute. Copies of this poster will be on sale, and those who have been favored with a view of it say it is a charming creation and almost a portrait of one of the women who will take part in the representation. This poster is under the supervision of Mrs. C. P. Abbott.

The tableaux will be exact reproductions of the original posters, and will be shown in frames after the fashion of pictures. The background will be painted in, and the figures will be done by a number of young women who are almost daily rehearsing in their difficult roles.—*Chicago Tribune*.

GOOD advertising is the advance agent of prosperity.

ANAGRAMS OF ADVERTISEMENTS.

Good Housekeeping, published at Springfield, Mass., in its September issue published a "Business Anagram" of 200 advertisements and advertising firms' names, the letters of which were transposed in a bewildering way, and offered a series of prizes for the best solutions. The December issue gives the prize takers, together with the list of anagrams and their actual answers.

That this searching for the hidden mystery of these cabalistic words caused a large amount of advertisement reading, is evident, and it must have done the advertisers some good.

The following specimen anagrams will serve as examples of the whole:

Run a limp, Margie.	Imperial Granum.
Three robes, Rio.	Hires' Root Beer.
Daisy do mend.	Diamond Dyes.
O, pay Voris.	Ivory Soap.
Boil clay mice, cub.	Columbia Bicycle.
La! Pears in tubs.	Ripans Tablets.
Dora, soap is all rash.	Hood's Sarsaparilla.
Send self, too.	Nestle's Food.
Curious cat, Pa!	Cuticura Soap.
Sell a piper, Nye.	Pyral's Pearline.
O, Pa's oil.	Sapallo.
Papa's rose.	Pears' Soap.
Be calm—he slips.	Beecham's Pills.
Crowds her sofa.	Crawford's Shoe.
Pack roast pears.	Packer's Tar Soap.
I owe receipt.	Electropolis.
If rib has come.	Fibre Chamois.
For fussy pig.	Syrup of Figs.
Fair Obum.	Rubifoam.
No, shoot rash boy.	H. O. Hornby's Oats.
New furs are cares.	Warner's Safe Cure.
Rare as spray, Alissa.	Ayer's Sarsaparilla.
Oh, Miss, fears ridicule.	Ferris' Delicious Hams.
Mac, sell my bear.	Ely's Cream Balm.
Flora N collects stores.	Colton's Select Flavors.
Tropic chair seats.	Fitcher's Castoria.
Find mole, Sol.	Mellin's Food.
Turn to beans, Ice Co.	Burnett's Cocoa.
Lo! Crabs eat raw coke!	Walter Baker's Cocoa.
Come to Jet.	Cottolene.
A grant for doz. tons.	Fragrant Soodont.
Let's music tones.	Scott's Emulsion.
The bear drinks Fl. Cy.	Christy Bread Knife.
Oh, he put a rat!	The Autoharp.
Lava case.	Salva-ces.
Send fax Port C.	Pond's Extract.
Let prose march.	Rochester Lamp.
Lib, must eat pork.	Buttermilk Soap.
By Marble Circles.	Rambler Bicycles.
Coppoc seas.	Epps' Cocoa.
Mac turn ye the gaze in.	The Century Magazine.
Rob, cake eat sofa.	Breakfast Cocoa.
U go seek good hen pl.	Good Housekeeping.
Ma, I ran in vi.	Vin Mariani.
O do dig serif.	Ridge's Food.
Sir, Wilna lop a rate.	Apollinaris Water.
Cause crows hire steer.	Worcestershire Sauce.

On account of advertising it in a large number of papers during August and September, much attention was directed to the scheme, and it is known that in one family there were seventeen people engaged in hunting all sorts of ways to help one get out the anagram complete.

PRINTERS' INK is informed that the anagram was started and arranged for the most part, by Mrs. H. P. Hubbard, of Brooklyn, wife of the New York manager of *Good Housekeeping*.

THE ART OF GETTING.

About a dozen years ago a man walked into the office of one of the great Chicago packers and asked for employment. Scores of men had called before him on similar missions, and all were told what he was told, that there were no vacancies. This man expected to be told that, but he brought an old coat with him. He had selected the business in which he desired to work, and he came determined to go to work in it. When told that there was no room for him, he calmly removed his coat and put on the old one. He replied that he was willing to do anything; that there must be something in that great business which a determined man could find to do. He cared not what the work was. He was willing to begin anywhere.

The president of the concern smiled at the man's determination. He had come to Chicago himself years before with that same idea, and everybody had told him that there was no room for him. He had proved that there was by just such stamina as this young man was showing. The applicant's determination won, and the packer told him that he could go out and handle meat in the slaughter house if he wished to. The young man started, but the packer called him back. Such energy and ambition were too valuable for the slaughter house. He was placed in the office, told to learn the business, and from that day to this he has been one of the chief aids in the business, holding to-day one of the highest positions in the greatly enlarged concern.

Qualities like these have won everything worth getting in this world. Business men admire pluck. They are quick enough to recognize the qualities which won their own success. Ability without determination is like a locomotive without steam.

The best positions open to young men are the opportunities to secure results. There is always room for men who can do this. There is scarce a concern which is not looking for them. Such positions are not to be attained by influence. Friendship counts for nothing where business is at stake. Men can secure clerical positions through good will, or by mild applications, but the positions which are worthy of ambition can only be secured by a display of the qualities required to fill them.

The majority of men are unsuccessful chiefly because they are timid. They enter the world as if they were afraid of it. They are careful not to run against other people. They keep out of the way. They go after success with the constant fear that they are liable to be rash. The world about them is unfathomable, and they do not know what might happen if they should chance to crowd somebody else.

The fact is, the world about us is just as timid as we are. Other people are concealing that fact as we do. They are as fearful of us as we are of them. Let one man assert himself as a leader, and all those imperturbable people will turn in and follow him. The few strong men like himself are the only ones waiting to fight him.

The men who start after their object as if they were determined to have it are the men who succeed. The world is not offering success to anybody. The millions who mingle with other millions, and shrink when any one frowns on them, can never rise above the level of mediocrity.

Successful men are not generally examples of great ability. We all know men whom the world looks up to, as it always looks up

to success, who were evidently not nearly as well qualified to succeed as we are. They are more generally men of tireless energy and fearless determination. They are men who have asserted themselves, and have made better but more timid men yield to them. They have made themselves leaders. The men whom they have cowed serve them.

Like every other principle of business success, this one applies to advertising. Of the whole army of advertisers how few appear determined to have something! How many are gamblers at advertising, listlessly laying their money on what may turn up a trump.

Advertising is one way of winning success out of other people. It offers the widest field possible for that. But success in it is for the men strong enough to assert themselves, and to impress their determination on others.

Advertising success is not different from other success. The art of advertising is the art of business. The art of both is merely the art of getting.—*Results.*

SELLING SHOES.

It is interesting to watch the methods adopted by shoe salesmen when selling shoes. Each salesman is apt to insert his individuality into his method. It will frequently be discovered that the salesman who sells the greatest number of shoes is the one who is most practical in his knowledge; the one who is most capable of giving detailed information about his offering. Inquisitiveness is one of the most exaggerated characteristics of the American people. A thirst for knowledge—this prevails in nearly all classes, and will be noticed in relation to even the most insignificant subject. The shoe salesman who can cater to this "desire to know" displayed by a customer is sure to become popular. It is not a difficult matter for the salesman to thoroughly understand the shoe; know of what stock it is made, and how the stock is manufactured; know how the shoe is put together; be able to explain the difference between a welt and a machine-sewed shoe. If a customer wishes to know how a turn shoe is made the salesman should be able to explain. I remember once having a discussion with a salesman who insisted that a shoe which he showed me was hand-welted. I knew to the contrary. He was greatly chagrined when I turned up the channel and showed him the indisputable machine stitch on the other side. He did not know that it was possible to so easily ascertain the truth. I believe, as a matter of fact, that he thought he was showing me a hand-welted shoe. There are dozens of little points about a shoe that can be easily learned, and which, if spoken off-hand, will impress the customer with the idea that the salesman thoroughly understands his business, which will establish an amount of confidence that will retain trade.—*Shoe and Leather Journal.*

SOME CLERICAL ADVERTISEMENTS.

WANTED—To sell my baptismal suit. No. 10 boot, for \$9 cash; slightly worn, but in perfect order. Need larger size is my only reason for selling. They cost me \$12.50. O. E., Guide office.

WANTED—A Western city pastorate for one of our ablest and best known city pastors, also a pastor for an Eastern church. Must be young, unmarried, and a "hustler." Write me at once, with stamped envelope for reply. B. J. PHILLIPS, Wellburg, W. Va.

—*Louisville Christian Union.*

GREAT STORES.

The business of the Bon Marche, in Paris, amounts annually to 150,000,000 francs, or about \$30,000,000. It is an ideal store from every modern point of view; and in one particular it is unapproached by any other store in the world. That special feature is the loyalty of its employees and the great personal interest they take in the business. It is probably this fact, more than any other reason, to which must be ascribed its pre-eminence in the world of trade. The Bon Marche is run in a paternal sort of way, and its employees all seem to be members of one big family. They all eat in the store, and all the unmarried sleep in a building near by, so that all their interests are centered in the store. All are required to be indoors by ten o'clock except when by special permission any are allowed an hour or two of grace; but the doors are locked at twelve o'clock, and every "permitted" one must be in by that hour. Very strict rules govern all the employees out of business hours as well as during store hours. These severe restrictions, which it would be impossible to enforce in this country from the conviction of the American clerk or salesman that his personal liberty was being infringed upon, have their compensations. No one is discharged except for good cause; good behavior and improving capacity as salesman make the position a life engagement; strikes are unknown, as all questions are arbitrated in a spirit of mutual good-will and fairness; old age entitles the deserving employee to a pension. This close alliance of store and employee makes their interests mutual, and leads to an enthusiastic devotion on the part of the salesman which inures to the great advantage of the business. This explains why the store, which began in a very small way on the very outside of the stream of traffic, has developed a colossal business and now easily leads the world in the extent of its retail operations.

A peculiarity of the business is that it is strictly cash, and payment is required for all purchases on delivery.

The greatest English department store is Whiteley's, of London. There is practically nothing that he does not furnish. The story is told that a foreigner made a bet that Whiteley could not furnish *anything* asked for. The wager was accepted. The foreigner gave the order: "An elephant to be sent to my hotel before evening." Whiteley sent out to a circus that was exhibiting in the city, bought the elephant and delivered it as requested. Whiteley has an immense farm, provides his own dairy products for customers, puts up preserves and jellies, runs a great meat market, conducts a number of omnibus lines, and has a dozen enterprises which converge into the store and augment his great retail trade. He makes a specialty of providing houses and furnishing them complete. The customer merely informs him of the locality in which he would like to live, and how much total investment he desires to make, and Whiteley buys the house, furnishes it in every detail—even to stocking the cellar and pantry with things to eat—and presents his bill. It is said that the facilities which he employs enable the customer to make a very considerable saving over the price which he would have to pay if he bought the house and furnished it with the greatest economy, within the limit of his estimates.

The methods which both the Bon Marche and Whiteley employ would be entirely impracticable here, just as the methods of our

great retail stores would not be successful in Paris and London. Each appeals to a different national spirit; each must reach the genius of peoples trained under different traditions and environment. American self-appreciation unhesitatingly declares in favor of our own ways as against the ways of the "blasted furriners"—but the Bon Marche does \$30,000,000 of business annually, nevertheless!—*Keystone*.

CLERKS.

"Shall I retain Smith, who has been with me ten years and to whom I'm paying \$2 a week, or start another fellow at \$6 a week? I'll be compelled to pay Smith a hundred more per year and times are hard. \$22 less \$6 is \$16, 52 times \$16 is \$832."

And there are merchants shortsighted enough to let Smith go, and a number of them will do it this winter.

True, there exist instances where such procedure is commendable but it is the exception rather than the rule.

A good clerk should not be permitted to leave for a small amount. If he is no more than a machine with no originality or suggestiveness you have erred in retaining him the length of time you have.

But if he has been tried thoroughly and not found wanting you will do well to hold him.

A desirable clerk is one into whose care you may intrust a department or two. To do this there must be experience. Acquaintance with the trade is needed, contact with jobbers and agents. These qualifications must exist before effectiveness results.

The \$6 a week man cannot possess these qualities. The advice and assistance of the higher-priced man is absent, and it is quite possible that in the making of your success his advice and judgment are largely contributable.

Then there is the acquaintance with your trade. This is vital often.

The old clerk should not be permitted to depart. Keep him. He is worth the money you pay him.—*Dry Good Bulletin*.

NEWSPAPER FILES.

The newspaper features of public libraries are becoming one of their greatest attractions. The Boston Public Library has set the pace in this matter, and this fact has added many thousands of visitors who otherwise would not have been attracted to it. The scheme embraces the keeping of regular files of every newspaper, not only of those published in the United States, but of every foreign country. In that way a visitor to Boston from any part of this country or from abroad is able to consult his home paper and the home news with the same ease and facility as if he were at home. The library trustees of some of the great public libraries in other large cities are preparing to follow in the footsteps of the Boston Library.—*St Paul Dispatch*.

HE GOT IN.

A special correspondent found himself shut out of a London newspaper office in Fleet street and unable to make himself heard by any one within. His errand would not wait till morning. What should he do? He went to the central telegraph station and telegraphed to a newspaper office in Ireland asking the clerk there to telegraph to the clerk in Fleet street to come downstairs and let him—the correspondent—in.—*Electrical Review*.

THOSE DEPARTMENT STORES.

It's wonderful the business the big retail stores transact. It would seem that, with the thousands of dollars worth of goods bought each day, the consumers would some day get such a supply on hand that they would not need any more, but it never seems to act that way. Tons of goods are carried from these stores day by day in the arms of the female shoppers, and the delivery wagons distribute tons more, but the same thing goes on next day, being more than doubled on every bargain day.

These "dry goods" stores are more than entitled to that name, for they really sell almost anything. Glassware, woodenware, crockery, silver, leather goods, agricultural implements, carpets, gentlemen's furnishing goods, paper, jewelry, and countless other things are to be found in the so-called big dry goods stores, and at such astonishing prices that the stores that make a specialty of any of the above enumerated articles have in the past few years suffered very much by trying to keep up an unequal competition with these mammoth concerns, who buy in such enormous quantities that they can afford to undersell small competitors.

The trade barometers that speak most loudly of the great steps made in the retail business are the advertising columns of the great daily papers through which the merchants place themselves in touch with the people. Those papers are filled with the glittering stories of great bargains day after day, the merchants using columns where formerly they used inches. A few years ago the retail merchant who printed a two, three or four-column advertisement in the daily papers was regarded as a veritable trade Napoleon. Now that is not at all astonishing. In fact the merchant who attempts to keep abreast of his fellows has to do so to keep in the race. Page advertisements are not unusual now.—*Buffalo Times*.

BUTCHERS' ADVERTISING.

"A novel feature of a butcher's business," said a butcher, "is that he must at once dispose of his wares. He cannot advertise a sale of dead stock, because such stock would be dead in more ways than one, and no one could be induced to come to buy, even if the prices were at the lowest ebb.

"This is what takes all the vim out of butchers' advertising. People look with suspicion upon bargains in meat. The butcher is consequently confined to making a general impression that his wares are good, and that his prices are the lowest consistent with good wares. Of course he may sometimes secure something cheap, and so sell it, but special emphasis should be laid upon the fact that it is up to the standard in quality.

"The best way to advertise is to take one or two articles each day and advertise them, giving a little preliminary talk about them, perhaps making the prices a little lower that day than another. The city butcher can do this with placards in his window or distribution of printed matter in the neighborhood, while the country butcher can do it through the newspapers.

"The advertising of butchers is still in its infancy, and can hardly be said to exist, since but few butchers at present use printers' ink in any form. But it is bound to come, apparently, since other business in which but little advertising had previously seemed possible are now extensively and skillfully brought to the attention of the public."

G. T. C.

INFLUENCE OF THE SALESMAN.

Every man that has been in a store to buy an article, and every man that has it for sale, knows more or less of the influence of a first-rate, all-around salesman. In many cases it is the salesman as much as the merit or attractiveness of the article that decides the sale. The secret of a purchase is often the manner in which it is secured. In the right hands there is a charm in a kettle, a griddle or a gimlet. Even a nine-penny nail can be made magnetic, and a sad-iron seductive. A pocket knife or a pair of scissors may each be perfect in their way, the full value of the price asked, and in every detail suited to the choice or the needs of the purchaser. There is something, however, left to the man who would sell it. If he is the right kind of a man he makes a sale nine times out of ten, but if he is not the chances are against him. A salesman in a store needs something more than a knowledge of prices and styles. He may be expert in these and yet a failure. It is not always the man with the best fishing rod or the most expensive bait that catches the most fish. The successful angler studies his trout or his pickerel before he lands him. In fact, a knowledge of human nature is essential to success in any mercantile business. This is true in all departments of life and trade. You must know your man to get him, as a hunter knows the game he wants to bag. There are salesmen who, by nature, habit or a want of business sense, reverse the laws of success. Some overdo their part. They unload their eloquence too freely. They find adjectives where they are as evidently near the danger line of veracity as a white lie is to one of the genuine color. Every stove is a paragon, and even a tin dipper a nonpareil. It is needless to say that when a clerk makes a poem of a keg of nails somebody doubts both him and the nails. With some kinds of people this kind of thing is delicious. They hear all and believe all, and if they had the cash would buy all. On the other hand, there are numerous birds that decline to be caught with chaff. These, in fact, are largely in the majority. What they need is accurate information as to the merits of what they are inspecting. They want this clear and precise, and without the suspicion of being deceived. This is, in fact, the one royal road to success.—*Age of Steel*.

Classified Advertisements.

Advertisements under this head, twelines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

THE YANK, Boston, Mass., 100,000 monthly, wants ads.

LE FIGARO, Bideford, Me., wants advertisements. Original French monthly.

WANT second-hand cylinder. 24x32; hand power; instalments. Box 18, Gaithersburg, Md.

AN experienced and reliable advertising solicitor wanted immediately. Answer HEIT-ALD, Elizabeth, N. J.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 20 cents a line for 25,000 circulation, guaranteed.

ART manager and photo engraver, with long newspaper experience, wants position. Address "COLOR WORK," care Printers' Ink.

TOILET and rubber goods for mail-order catalogue. You furnish cuts and send goods direct to our orders. "F. W. C.," 1715 Michigan Ave., Chicago.

WANTED—By man of all-round experience in newspaper work, position on daily or weekly as editor, business manager or foreman. Address "E.L.K." care Printers' Ink.

PROOFREADER, one of the best in the United States, wants position with publishing house or daily newspaper; references as to ability and character; age 30. "J. C. N." care Printers' Ink.

POSTAL Cards Redeemed—Uncle Sam will not redeem printed but not used, postal cards. I will. Send sample, state quantity, and I will quote price. W. S. PARKER, 152 Monroe St., Chicago.

HOLIDAY illustrations for newspapers and advertisers. Pages, borders, friezes, headings, cartoons and advertising cuts. Largest line ever issued. Send for proofs. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

WANTED—An artist, fertile in ideas, able to do good outline work and lettering, and who has had experience in illustrating advertisements. Address, stating salary wanted, together with samples of work, ART DEPARTMENT PRINTERS' INK, 10 Spruce St., New York.

A MAN of good business qualifications and with a moderate amount of capital can learn of an excellent opening on a monthly magazine just starting in New York. Call or address "MONEY MAKER," care Publishers' Collection Agency, 609 Am. Trust Society Bldg., New York.

I HAVE been connected with PRINTERS' INK for six years, and wish to correspond with papers of good quality, with a view of representing them in New York. References: Geo. P. Rowell & Co. For further particulars, address H. FRANK WINCHESTER, 10 Spruce St., New York.

AN OFFER FOR BUSINESS MEN. No up-to-date, progressive business man will use an old-fashioned, cheap-appearing letter-head when he can get an elegantly designed and engraved plate for letter-head for \$7.50. Sketch submitted on approval—no charge if not accepted. Give exact size and wording. W. MOSELEY, 38 Hill St., Elgin, Ill.

A FIRST-CLASS newspaper man, experienced in the editorial or advertising department, can secure permanent employment at good wages upon investment of \$2,500 in an old established newspaper. Business earned and paid 30 per cent dividend on capital invested for past year. For particulars address "NEWSPAPER," P. O. Box 678, New York City, N. Y.

GILT-EDGE OPPORTUNITY—A practical newspaper man with \$5,000 can obtain an interest in an old, well-established newspaper. Present partner objectionable and willing to sell because he has no practical knowledge of the business, and is therefore unable to assist in running it. None but hustlers who mean business need apply. Address "A. G. H.," care Printers' Ink.

THE owner of the controlling interest in a valuable Democratic daily and weekly needs a good editor with fine executive ability. The editor will be in control and vote the majority interest of \$70,000 total stock and receive a good salary. He is to put in \$3,000 a year for two years, and after that buy the control if he wants it. The owner wants to be relieved of work, and is willing to practically furnish the capital for the right man to do business on. An exceptional opportunity for an able, ambitious and enterprising young man who knows an opportunity when he sees it. Address, with details, "A. B. C.," Printers' Ink.

PUBLISHERS of first-class daily newspapers who are seeking for a sure means to profitably advertise their publication, in order to keep its good points before the attention of the advertising agencies and the advertisers, they would especially like to have represented in their columns, will find that a New York office, in charge of a reliable, experienced man, will accomplish the desired result quicker, more effectively and most economically of any means known. An experience dating back over many years, with a record as the successful representative of first class papers, is offered for the consideration of papers open to arrange for such service. Address "SUCCESS," care Printers' Ink.

NEWSPAPER INSURANCE.

THE YANK. Boston, Mass., words off business death. 100,000 monthly.

ELECTROTYPES.

WE make the best interchangeable plate and base on the market. Also the lightest all metal back electro. THE E. B. SHELDON CO., New Haven, Conn.

WINDOW DRESSING.

HARMAN, the window trimmer, issues monthly a publication on "Window Dressing" for every line. Third year. Trial copy 25 cents. 125 S. Clark St., Chicago.

SPECIAL WRITING.

BEGIN 1896 with bright, confidential "ed. copy." It pays. Politics to suit. Booklet and "points" sent editors and publishers only. G. T. HAMMOND, Newport, R. I.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beckman St., New York.

BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter, 730 9th St., N. E., Washington, D. C.

WE want to talk to you. No trouble to answer questions. BUS. AD. CO., 418 5th St., N. E., Washington, D. C.

BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

MERCANTILE LAW.

CAYANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of jobbers handled anywhere in Iowa or Nebraska with success; 2,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloane, New York City.

ADVERTISING AGENCIES.

STANLEY DAY, New Market, N. J. ADVERTISER'S GUIDE, 25c. a year. Sample mailed free.

ANY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 25,000.

IF you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

AMATEUR SPORT.

THE GOLFER is an illustrated monthly devoted to the game of golf. This magazine has the highest class circulation in America. We invite comparison with any publication wherever published. We refer, without permission, to our advertisers and will abide by the decision of any of them, in regard to whether advertising in THE GOLFER is a paying investment. Address all communications to THE GOLFER, 334-336 Congress St., Boston.

MISCELLANEOUS.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

IF you do, or ever intend to use cuts, you should know of our work and our prices. Write for samples. CHICAGO PHOTO ENG. CO., 79 4th Ave., Chicago.

COLLECTIONS.

SUBSCRIPTION and advertising accounts collected. Terms, references, testimonials furnished on application. Send for copy **PUBLISHERS' GUIDE**, free. Address any of the following offices: Publishers' Collection Agency, incorporated, capital \$25,000; 600 American Trust Society Building, New York, 1, 2, 3 Excelsior Building, Pittsburgh; 825 Monadnock Building, Chicago, Ill., 7th floor; Builders' Exchange, St. Paul, Minn. This agency is the only one whose system is endorsed by the U. S. postal authorities. Beware of fake agencies.

PRINTERS.

VAN BIBBER'S
Printers' Rollers.

2,000 XX white 6½ envelopes for \$2.50 check. WILCOX, the Printer, Milford, N. Y.

THE LOTUS PRESS (Artistic Printers), 140 W., 23d St., N. Y. City. (See adv. under "Advertisement Constructors.")

1,000 NOTE heads printed, \$1.45; 5,000, \$6. Bill heads, statements, envelopes or business cards, same price; cash. Write for samples. **SMITH & MILWARD**, Buffalo, N. Y.

ADDRESSES AND ADDRESSING.

LETTERS for sale or rent. Cash paid for all lines of fresh letters. Write for lists and prices. **H. C. RUPE**, South Bend, Ind.

FRESH list of 30,000 brides—all married within last three months. Guaranteed reliable. \$2.50 per 1,000. **E. E. STEVENS**, Galena, Kans.

CARDS, wrappers and envelopes addressed to leading advertisers, \$2 per 1,000. Will X for space. **TOWNSEND**, 408 E. 2nd, Minneapolis, Minn.

5,000 ADDRESSES, taxpayers of Linn, Oregon's best county; new, correct, never used. In type, \$10 cash. **SMILEY**, the Printer, Albany, Or.

20,000 ADDRESSES, all voters, in Toledo, O. In book form, just compiled. Price \$15.00, cash with order or C. O. D. Only a few copies on hand. Address **CHARLES H. SHIELDS**, Toledo, Ohio.

WHAT am I offered, cash, for 150,000 letters (88,000 of 1902, 36,000 of 1903, and 25,000 of 1904), received in answer to advertisements for music, etc., in the most expensive mediums in the country. Largely from ladies, and nearly all contained money. What is the lot worth to you in cash? Apply to **F. TRIFLET**, 38 Bromfield St., Boston, Mass.

SUPPLIES.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 130 Water St., New York.

\$20 BUYS 100,000 white 6x9 circulars until '90. **ELECTRIC PRESS**, Madison, Wis.

NEWSPAPER—Rolls or sheets. First quality. Write **A. G. ELLIOT & CO.**, Philadelphia, Pa.

STANDARD TYPE Foundry printing outfits, type, original borders. 200 Clark St., Chicago.

STEREOTYPE, linotype and electrotpe metals; copper anodes; zinc plates for etching. **MERCHANT & CO., Inc.**, 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 16 Spruce St., New York. Special prices to cash buyers.

THE best in the world. That is the kind of type I make, and I can beat them all on prices. **F. H. BRENNAN**, Successor to Walker & Brennan, 201 to 205 William St., New York.

A GOOD cut helps any ad. We are makers of the very best engravings—all processes—and our prices are the best that can be had. **CHICAGO PHOTO ENG. CO.**, 79 5th Ave., Chicago.

ARTISTS' chalk plates. We make new and recast old plates. Low prices. Satisfaction guaranteed. Send for price circular. **BYRON POPE & CO.**, World Building, Cleveland, O.

PRESS CLIPPINGS.

SOUTHEAST CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv'rs.

ILLUSTRATORS AND ILLUSTRATIONS.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 3c. per inch. Sample pages for 2c. stamp. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

A CHRISTMAS number of any special edition calls for cuts. We can save you money, Mr. Publisher, and there is no better work than ours. **CHICAGO PHOTO ENG. CO.**, 79 5th Ave., Chicago.

BUSINESS will pick up if you push it along. Put more life in your ads. A little sketch will help; 5c. cents for a good one. Write about it. **R. L. WILLIAMS**, 83 L. & T. Bldg., Wash., D. C.

MAKE your own cuts. We have a process by which you can make your own cuts in a few minutes' time at less than 2c. per cut. You can make any kind of a zinc cut, whether an artist or not. Hundreds of publishers, printers and advertisers now using it with great success. We have permission to refer to the editor of **PRINTERS' INK**. Send stamp for samples and particulars. **ZINC PROCESS CO.**, Goshen, Ind.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 100,000 monthly.

SHOE TRADE JOURNAL, Chicago, always secures business for advertisers. Try it.

17,101 POP. in Rockland, Rockport, Thomaston and Camden. Only daily—**Rockland STAR**.

AMERICAN HOME JOURNAL, Easton, Pa., brings good results, 10,000 circ'n. 10c. a line.

DETROIT COURIER, the farm and village, society and home paper. Holds the confidence of its readers.

IF you advertise in Ohio you will get results. For particulars address **H. D. LA COSTE**, 38 Park Row, New York.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

"IN her **POST INTELLIGENCER** Seattle has one of the four great papers of the Pacific Coast." *Harper's Weekly*.

LAWYERS are sure pay—profitable customers—"Selected Lists" reaches the best. Address "CO-OPS," Rochester, N. Y.

H. D. LA COSTE, 38 Park Row, New York, special newspaper representative. I offer advertisers papers that bring results.

IN all America there are only eight semi-monthlies which have so large a circulation as the **WISCONSIN AGRICULTURIST**, Racine, Wis.

THE EVENING TRIBUNE, Tipton, Ind., gives an advertiser his money's worth every time. Try it and see for yourself. Write to us for rates, etc.

ARE you advertising in Ohio? We invite your attention to the **DAYTON MORNING TIMES**, circulating 4,500 copies daily; the **EVENING NEWS**, 9,500 copies each issue, and the **WEEKLY TIMES-News**, 4,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the **News** and **Times** are long established journals, and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address **H. D. LA COSTE**, 38 Park Row, New York.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Business rates on application. **BRAINS PUBLISHING CO.**, Box 572, New York.

MAILING MACHINES.

THE Matchless Mailer, best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

\$1.00 (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. Frac't: 1,500 hour; saves 2-3 time writing; no type lists; unique address label. C. F. ADAMS & BRO., Topeka, Kan.

FOR SALE.

5-LINE advertisement, 41. WISCONSIN AGRICULTURIST, Racine, Wis.

GOOD Potter country press, 32x46. Address, W. F. WEBER, Fond du Lac, Wis.

\$3.50 BUYS 1 INCH 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—A1 daily paper, \$4,000. Bargain for Democrat, 1/2 cash. "TODD," care Printers' Ink.

ILL-HEALTH of owner compels sale of McDonald (Pa.) Outlook. \$2,000 plant and business.

"IN HER POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

FOR SALE—A complete plant for daily newspaper and job office, very cheap. Address THE NILES NEWS CO., Niles, Ohio.

FOR SALE—If you mean business write me for a live Pennsylvania paper and job office. Address "G. T.," care Printers' Ink.

\$2,500 BUYS a newspaper and job office in Central New York, doing good business. Only office in town of 2,000. Address "M. E. C.," care Printers' Ink.

\$1.50 for best single column half-tone portrait. Other work as cheap in proportion. Designs furnished for advertisement illustration. CHICAGO PHOTO ENG. CO., 79 5th Ave., Chicago.

FOR SALE—THE MOHAWK VALLEY REGISTER, established in 1828, located at Fort Plain, N. Y. The best newspaper and job office in Central N. Y. For particulars address J. D. BECKWITH, Fort Plain, N. Y.

ONE of the best equipped and finest stocked grocery stores in Southern California. Centrally located in one of California's best cities. Splendid opportunity for a live grocer. Address "J. J.," care Printers' Ink.

FIVE thousand dollars buys complete job printing, newspaper and bookbinding plant, invoicing over \$15,000 on cash basis, town of 3,000, in Indiana. Terms part cash, balance time; paying business 23 years' standing; must sell on account lung trouble. Invoice furnished. Address, "H. L.," care Printers' Ink.

HALF interest in old-established, paying, monthly, wholesale trade paper, New York City. Will take \$1,500 cash; balance (\$3,500) on time, or trade for farm or other property. Fine opening, with good income, for bright young man. Seller out of health. Address "MARSDEN," care of P. O. Box 3718, New York.

ADVERTISEMENT CONSTRUCTORS.

A PTads. CURRAN.

SEND your address to OCTAVUS COHEN, P. O. Box 88, New York.

SEND data and \$2 money order for six taking ads; \$29 for eighty ads. GEO. W. MARSTON, Portsmouth, N. H.

PLANS, advice and ad writing. Ten years' experience. LUKE LUCAS, 423 Cherokee St., Leavenworth, Kan.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING South Bend, Ind.

ADVERTISEMENTS attractively displayed and electrotyped furnished. WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.

GOOD is one thing; cheap another. Cheap attracts many; good, the intelligent few. M. WOOLLE, 96 5th Ave., N. Y., writes good ads.

TO readers spending \$20 monthly: Join my illustrated advertising syndicate. Address, with stamp, CLIFTON WADY, Niles Bldg., Boston.

A DS—Terse, truthful, incisive, convincing. W. N. WESTON, 910 G St., N. W., Wash., D. C.

JED SCARBORO, 48 Arbuckle Bldg., Brooklyn, N. Y., prepares original and effective advertising matter for every branch of business. Office hours, 9 to 4. Call or write.

SIX ads for \$6—13 for \$10. Booklets and circulars written, catalogues compiled. Money returned if my work is not satisfactory. LUKE LUCAS, 423 Cherokee St., Leavenworth, Kan.

I WILL write 3 of my 50c. ads. as a trial, for \$1. Money back if they don't suit. Among all my clients I never have had to refund once. Ads that pay U and I. C. J. BARKES, Rose, N. Y.

BRIEF, plain-speaking ads—A 2c. stamp and full particulars of your business brings five of them. Then you send me \$2.00 or the ads, as you please. W. S. HAMBURGER, 811 Fairmont Ave., Philadelphia, Pa.

THE advertisements that I put in type will stand out over the heads of others in any company. I know just enough more about the printing business than the other fellow does to make it to your advantage to come to me. No matter who writes your advertisements, booklets or circulars, it will pay you to have me do the printing. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

TRUTHFUL, brief, explicit ads on any subject. Medical ads, circulars, booklets. I have the proper literary and business training. I write English and German. French ditto. Translations from a circular to a full book to order. Charges moderate. Work correct. Letter of advice \$3—a chance for advertisers that can't afford to pay a fortune. Money's worth or money back. Cash with inquiry. CHAS. J. ZINGG, Farmington, Me.

EVERY catalogue you mail goes to a possible customer. He judges you by the book; if it looks like a seven-story building with plate-glass front, it will sell goods if the goods are good. If it looks like a dingy hall-bedroom, three flights up, it will live in the waste-basket and he'll try another firm. We print the plate-glass kind; ask us to prove it. Our best is the best, and you need our best. THE LOTUS PRESS, 140 W. 23d St., New York City.

IN cities like Chicago, St. Louis, Cincinnati, Detroit, Pittsburg, Philadelphia, Boston and Cleveland there ought to be a very large sale for my 700-page book, "Good Advertising," price \$5. I believe a bright young man in each of these cities can make a very comfortable income selling it. I would be glad to hear from those who are willing to give it a good, honest trial in these and other cities. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

I WANT a man in each large city to take orders for my 700-page book—"Good Advertising." I believe that every advertiser will buy the book if it is properly presented to him. There will probably not be enough in this work to justify a man in devoting his whole time to it unless he were to undertake to cover several towns. Advertising solicitors who are daily calling on advertisers could, by handling my book, make a gratifying increase in their incomes. For particulars address CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

EVERY customer we have is glad we've got him. His printing suits him; he can't do better; he can't get more real, tangible profit out of booklets or circulars than he gets from those we print. He is a good ad for us; but he don't travel; that's why we use this column. You can have samples if you are in business—earnest; when you've seen them we'll have you on our books. Then you'll be glad you found out how good our printing is. Our best is the best. THE LOTUS PRESS, 140 W. 23d St., New York City.

\$2 is what I charge for writing a little booklet or folder—something from 300 to 2,000 words, 4 to 16 pages—for a new customer. Don't think this full price because the book is short and small. It is the hardest kind of work, the most telling when done, that says much in little. Such work is easily worth \$10 or \$20, and I expect to get that for it from regular customers, and do. I am making a business of writing and preparing advertising matter. I do nothing else. If you desire to know what an advertising specialist can do for you, call any morning, 10 to 12, or write to me; 10c. will bring my little booklet. R. L. CURRAN, 1317 American Tract Society Building, 150 Nassau St., New York.

PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 324-330 Pearl St., N. Y.

ADVERTISING NOVELTIES.

PUSH Tom Reed! Enamel Lapel Buttons of the coming President. Write for prices. Special designs made up. E. L. SMITH, Codman Building, Boston, Mass.

PADS—Pencil pads for memorandums—any size to order—7c. lb. Embossed catalogues a specialty. Send for one. GRIFFITH, AXTELL & CADDY CO., Holyoke, Mass.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

FOR PREMIUMS to give customers of retail stores nothing equals our Standard Novels, by famous authors, printed with your own special advertising on every page. Send for sample and prices. OPTIMUS CO., 31 Rose St., N. Y.

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

ARKANSAS.

FOR SEVENTY-SIX YEARS

The Arkansas Gazette

Has been the leading newspaper published in the State. It is issued from the State Capital, which is the educational and business, as well as the geographical, center and distributing point, with a population of 40,000 people. Judicious advertising in the columns of this paper usually brings profitable results.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles TIMES. Circ'n over 16,000 daily.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186 W. World Bldg. New York, N. Y., sole agent. **13,000** weekly guaranteed.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the Daily San Jose MERCURY. Sample copies free. For advertising rates in daily or weekly address MERCURY, San Jose, Cal.

THE EXAMINER has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly EXAMINER has the highest circulation yet accorded to any paper west of the Missouri.—From *Printers' Ink*, issue of July 3, 1895.

IOWA.

LARGEST contract for advertising (in inches) in dollars ever made in Dubuque just been written by HERALD with local merchant. Is your ad in it?

THE DAILY TELEGRAPH is credited in the American Newspaper Directory for 1895 with a higher circulation rating than any other daily issued in Dubuque County.

(ONE county and one town fully covered by one paper. The WEEKLY SENTINEL covers Carroll County better than any other paper. Circulation guaranteed by Rowell to be larger than any other weekly in the county. The DAILY SENTINEL is the only daily in city or county. Fills the field. Advertising rates based on circulation. Carroll, Iowa.

ILLINOIS.

THE NEWS, an 84-column paper, has the largest circulation in Champaign County, Ill.

JOLIET, population over 35,000 in township, 6,000 homes. DAILY NEWS sworn circulation to subscribers 5,148. Can any paper in America beat this honestly? Map and sample copy sent on application.

INDIANA.

THE COURIER, Indianapolis. The leading inter-State negro journal. Circulation, 3,500. CHAS. H. STEWART, pub. Write for rates.

KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. LA COSTE, 38 Park Row, New York, Special Newspaper Representative.

KENTUCKY and Tennessee farmers are harvesting the biggest and finest crops known in this territory for years. They will have more surplus money this fall and winter than they have had for years. Advertisers can reach these people more effectively through the columns of the FARMERS' HOME JOURNAL than any other way. It is read and trusted by them as their business paper. Let us help you do business with these people. Address FARMERS' HOME JOURNAL, Louisville, Ky.

LOUISIANA.

S. W. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

THE HOME TREASURY, Augusta, Maine, proves 50,000 copies per month.

MASSACHUSETTS.

25 CENTS for 40 words, 5 days. Daily ENTERPRISE, Brockton, Mass. No snide ads.

MICHIGAN.

BUCHANAN, Mich., is booming. Every citizen reads the RECORD.

THE SOO DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

THE INDUSTRIAL NEWS, Jackson, Mich., has the largest circulation in Jackson County.

SAGINAW Evening and Weekly NEWS. Largest circulations in the Saginaw Valley, Mich.

DETROIT COURIER, the household and society paper for village and farm homes for 50 miles around Detroit.

JACKSON (Mich.) PATRIOT, morning, Sunday and twice a week; also EVENING PRESS. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of H. D. LA COSTE, 38 Park Row, N. Y.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

"I CAN see through it, can't you?" Send for the MEDICAL HERALD. St. Joseph, Mo.

TO reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL (successor to the TIMES). A live, progressive and up-to-date newspaper.

MONTANA.

THE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

ANACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

HELENA INDEPENDENT—Leading family newspaper in the State. Information as to advertising of H. D. LA COSTE, 38 Park Row, New York, Special Newspaper Representative.

NEW HAMPSHIRE.

Established 1877.

The GRANITE MONTHLY

Beautifully illustrated.

A New Hampshire Magazine.

FRANK E. MORRISON, - - - Special Agent,
TEMPLE COURT, NEW YORK.

NEW JERSEY.

THE DECKERTOWN INDEPENDENT has the largest circulation of any paper in Sussex Co.

POPULAR adv. mediums: Bridgeton (N. J.) **EV'G NEWS**, 3,600; Bridgeton (N. J.) **DOLLAR WEEKLY NEWS**, 1,600. Rowell guarantees circ'n.

THE EVERY SATURDAY, Vineland, N. J., is popular, neatly printed, reaches the best class of readers, the only Republican paper in Republican town.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAYS!

NEW YORK.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.50 a year. Leading advertising medium in its territory.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 972, New York.

ELMIRA TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent.

Rooms 13, 14 and 15 Tribune Bldg., New York City.

NORTH CAROLINA.

DURHAM STORY PAPER and **BUSY AGENT** circulates in every State. 10 cents a line.

OHIO.

FINDLAY (O.) REPUBLICAN is the best newspaper in all respects published in any 30,000 city in the United States. Circulation—daily, 3,000; semi-weekly over 2,000.

THE PRESS, Columbus, only Democratic daily in Central Ohio.

LARGEST circ'n of any Prohibition paper in Nation: BEACON and NEW ERA, Springfield, O.

PENNSYLVANIA.

30,000 WELL-TO-DO, intelligent people, who appreciate a good thing when they see it, read the **CHESTER TIMES** every evening. WALLACE & SIBOU, Chester, Pa.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 84,000.

THE SCRANTON TRUTH, an independent afternoon newspaper. Circulation over 13,000 copies daily. Largest daily circulation in Pennsylvania outside Philadelphia and Pittsburgh; largest daily circulation on the Lackawanna and between New York City and Buffalo. BARKETT & JORDAN, Proprietors, Scranton, Pa.

RHODE ISLAND.

THE HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

SOUTH CAROLINA.

THE daily edition of **THE STATE**, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

TENNESSEE.

CHATTANOOGA, Tenn., has 50,000 people. The **EVENING NEWS** has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

VIRGINIA.

THE STATE, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

"P. I." Seattle's only morning paper. The Seattle "P. I."

THE "P. I." has a guaranteed circulation double that of any newspaper in the State of Washington.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 30 cents a line. Circulation over 25,000.

CANADA.

THE BERLIN RECORD (daily and weekly) is acknowledged to be the best advertising medium in Waterloo County, as it indisputably is the leading newspaper. The **DAILY RECORD** is the paper of a large and progressive manufacturing town. The people who read it are well-to-do German Canadians who have money to spend. W. V. UTTLEY, Business Manager.

HAWAIIAN ISLANDS.

STAR—Daily and weekly. The live, popular paper of the country. Covers the group completely. Send for samples. Honolulu, H. I.

SO. & CEN. AMERICA.

PANAMA STAR & HERALD.
ANDREAS & CO., 62 Broad St., Agents.
Send for sample copy.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class cost 25 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, 48 weeks, for \$13, 6 months for \$6.50, 3 months for \$3.25, or 4 weeks for \$1. Display or black-faced type charged at 50 cents a line each issue, or \$20 a year, or \$2 a month, for each line of space occupied by the whole advertisement. For the publisher who does not find the heading he wants one will be made to specially fit his case.

ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.,** Box 579, New York.

AGRICULTURE.

HOME AND FARM, Louisville, Ky.
BREEDER AND FARMER, Zanesville O.
PACIFIC RURAL PRESS, San Francisco, Cal.
WISCONSIN AGRICULTURIST, Racine, Wis.
WISCONSIN AGRICULTURIST, Racine, Wis.

ART.

ART LEAGUE CHRONICLE, Leavenworth, Kan.

BOOTS AND SHOES.

"BOOTS AND SHOES" WEEKLY, N. Y. City.

CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York.
The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.

THE HUB NEWS, 247 Broadway, N. Y.
The only weekly paper published in the interests of vehicle mfrs. and dealers.

COAL.

COAL TRADE JOURNAL, New York City.

COLLEGE PUBLICATIONS.

THE MUHLBERG, Allentown, Pa. Circ'n 1,000.

FASHIONS.

QUEEN OF FASHION, N. Y. City.
Issued monthly. A million copies a year.
THE WAVE, San Francisco, Cal. 13,000 weekly.

FRENCH.

LE FIGARO, Bideford, Me., only French monthly of its kind in the U. S.; circulates in U. S., Can. and France; 40,000 monthly; only paper that reaches the French reading population of U. S. and Can. Translates advertisements. Address home office, or H. FRANK WINCHESTER, 10 Spruce St., N. Y.

HARDWARE AND HOUSE FURNISHING.

HARDWARE DEALERS' MAGAZINE.
Largest circulation in its field.
D. T. Mallett, Pub., 271 Broadway, N. Y.

HISTORICAL.

THE AMERICAN HISTORICAL REGISTER.
A Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 130 S. Sixth St., Philadelphia, Pa.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.

HOMOEOPATHY.

HOMOEOPATHIC RECORDER, Phila., Pa.

HORSE INTERESTS.

COACHING, Philadelphia, Pa. 4,000 monthly.

HOUSEHOLD.

WOMAN'S FARM JOURNAL, St. Louis, Monthly.
DETROIT COURIER. "We belong to the family." The paper for the homes in the village and on the farm.

KNIGHTS OF PYTHIAS.

THE KNIGHTS' JEWEL, Omaha, 60,000 yearly.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly.

LUMBER.

SO. LUMBERMAN, Nashville, Tenn. Covers South.

MACHINERY.

THE SAFETY VALVE, a Journal for steam users. Office, Times Building, New York.

MEAT AND PROVISIONS.

The National Provisioner, N. Y., Chicago.

MEDICINE.

LEONARD'S ILLUSTRATED MEDICAL JOURNAL, Detroit, Mich. Circulation over 10,000.

MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or.
WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

MILITARY.

CANADIAN MILITARY GAZETTE, Montreal, Que.
Only publication of its class in Canada.

MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

PAINTING.

PAINTING & DECORATING, 247 Broadway, N. Y. The best and most complete paper published for the trade—our issue worth more than price of a year's sub'n.

PARKS AND CEMETERIES.

PARK AND CEMETERY, Chicago. Monthly.

PRINTING INDUSTRIES.

PAPER AND PRESS, Philadelphia, Pa.
The leading technical magazine in the world of its class—indorsed by and circulating exclusively to employing and purchasing printers, lithographers, book binders, blank book makers, manufacturing stationers, engravers, etc., etc. Sample copies and rates on application.

RELIGION.

CATHOLIC WESTERN CROSS, Kansas City, Mo.
THE ADVANCE, Congregational weekly, Chicago, Ill. Average issue in 1894 was 23,771.

SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly.

SPANISH.

REVISTA POPULAR, established 1888. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

SUNDAY PAPERS.

ELMIRA, N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City.

WOMEN.

QUEEN OF FASHION, New York City.
Issued monthly. A million copies a year.

SAN FRANCISCO EXAMINER

State of California, }
City and County of San Francisco. } ss.

Personally appeared before me Fred A. Davis, accountant for THE SAN FRANCISCO EXAMINER, who being duly sworn deposes and says: That the Daily Average Distribution, of THE EXAMINER for the month of October, 1895, was.....78,075
Distributed as follows:

PAID CIRCULATION.

Agents and Carriers.....69,917
Single Wrappers to Post-Office
Subscribers.....5,837
Office Sales.....400—76,154

Exchanges, Advertisers and Employees.

To Employees of Press-Room, Stereotype and Engineers.....37
To Mail Room, Editorial, Composition, Art Rooms, Employees of Transportation Companies, Post-Office and Wells-Fargo's.....390
Exchanges, Eastern Agents, Files, Office Employees, Advertisers and Charity.....771
Returned by Railroad News Agents and Eastern Hotels.....492
Unsold in office and destroyed.....231— 1,921
78,075

FRED A. DAVIS.

Subscribed and sworn to before me this 16th day of November, 1895.

[SEAL.]

H. C. DROGER.
Notary Public in and for the City and County of San Francisco, State of California.

To "EXAMINER," San Francisco.

Santa Rosa, Cal., Nov. 22, 1895.

Dear Sirs: Change our Sunday extras from 60 to 75. There was a party here to-day who purchased our old "Examiners," some 900, the accumulation of several years. He did not ship them direct to the city, but from the careful way in which he boxed them up we are satisfied that is their destination. He would not buy anything but "Examiners." Had he wanted "Chronicles" he could have got several thousand, as they send a bundle of extras every day, the agent accounting for only what he disposes of. Yours, etc.,

SANTA ROSA PAPER COMPANY, per M.

Examiner Offer No. 2

Please give us your attention again for a moment, Mr. de Young. Our proposition to have the truth of the statements made by the "Chronicle" and "Examiner" regarding their respective circulations thoroughly tested by an impartial committee of business men for a forfeit of \$10,000 a side, charity to be the winner whatever the decision, does not seem to suit you. That offer is still open, but as you profess to believe "The Examiner" might deceive fourteen capable business men with "cooked" books, we will make you an alternative proposition which is not open to that objection. Here it is:

We propose that you select three expert accountants of standing in their profession and place them in "The Examiner's" press-room, mail-room and business office, to make a thorough inspection of "The Examiner's" books, accounts, press runs, sales, returns and waste, and let the "Chronicle" and "Examiner" publish the result of their investigation, provided you give the same privileges in the press-room, mailing-room and business office of the "Chronicle." "The Examiner" will agree to publish whatever the experts may report, even if their investigations prove the "Chronicle" to have a circulation of half a million a day and a million on Sundays. It will also agree to give your experts unrestricted access to its bank statements, cash-book, agents' order-book, circulation cash-book, white paper account, galley proofs and every voucher and entry of every description relating to circulation.

Mr. de Young's Reply in Chronicle, Sunday, Nov. 24th:

"The 'Chronicle' will not put up and the 'Examiner' cannot make it shut up."

Examiner Offer No. 3

Another Offer to Mr. de Young.

The "Chronicle" claims 68,000 circulation, and no one believes it has within 20,000 of that number. Here is a chance for Mr. de Young to prove it. We will permit Mr. de Young to place in "The Examiner's" press-room, mail-room and business office three expert accountants of standing in their profession. We will place at their disposal every document relating to this paper's circulation, and give them every opportunity that they can ask to disprove the correctness of "The Examiner's" claim of PAID CIRCULATION made in its affidavit. At the same time, we ask a similar privilege in Mr. de Young's mail-room, press-room and counting-room, and in order to tempt him to agree to our proposition we will pay Mr. de Young for his own personal use the sum of \$500 to accept this offer, regardless of the result of the investigation. This offer, if accepted, puts Mr. de Young \$500 ahead in any case, and if his books prove that he has been telling the truth, we agree to give him the advantage of a free advertisement of his circulation in "The Examiner." If Mr. de Young does not think this offer fair, will he kindly suggest a better one?—FROM S. F. EXAMINER, Nov. 30, 1895.

Mr. de Young Has Not Accepted up to Date.

There is a circulation war in San Francisco going on at this minute. "The Chronicle" bought four thousand old copies of "The Examiner" somewhere and made a free show of them, whereupon "The Examiner" bought five thousand copies of "The Chronicle" and trumped the trick. "The Examiner" printed 72,541 copies daily in 1894, as is guaranteed by the American Newspaper Directory, and is now printing 78,000 daily or thereabouts. How many "The Chronicle" printed last year is not known, as the report from that office for the Directory was faulty. It now claims, however, to print 68,000 daily, and "The Examiner" offers to pay a hundred dollars to any one who will invent or suggest any scheme whereby they may ascertain the bottom facts about "The Chronicle's" circulation, and wants to bet \$5,000 that "The Chronicle's" claim is not true. Mr. Hearst, owner of "The Examiner," has already convicted the San Francisco daily of issuing false circulation claims; but he is not likely to catch another bit so long as the claims put forth are not definite. For many years "The Examiner's" circulation claims have been proved to be correct to the satisfaction of the whole world.—FROM PRINTERS' INK, Dec. 4, 1895.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription Price. Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 31 the subscription price will be increased to Five Dollars a year.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: No. 10 SPRUCE STREET.

CHICAGO AGENTS,

BENHAM & INGRAHAM, Room 24, 145 La Salle St.

LONDON AGENT,

F. W. SEARS, 138 Fleet St.

NEW YORK, DECEMBER 18, 1895.

"ANYTHING to fill the space" would be a rule no worse for the merchant to apply to his shelves than to his advertising.

It is what you say in your advertisement that draws customers. Whether you hold them or not depends on what you do afterwards.

THE middle classes are the greatest readers of advertising. They read advertisements as a matter of domestic economy, so as to make their dollars go to the utmost limit.

OUTSIDERS look at advertising as a mere matter of wording and display; men who have worked at it know better. Advertising is making people think. Schools never taught a man that ability. A vital point in advertising is distinctiveness, both in method and in ideas. Nobody ever taught that to any one. The only school for advertising is the school of human nature.—Results.

"AN expert advertiser," says Colonel Lane, of the Toledo Blade, "can very closely estimate the advertising value of a daily newspaper at sight. If its general appearance, quantity and quality of news, etc., indicate that it is the kind of a paper he would like to read if he lived where it is printed, it is pretty certain to be a leading paper. A glance at the advertising columns shows how other advertisers appreciate it, and if it has been established years enough to have a name and reputation abroad, nothing more is wanting, except reasonable rates."

THE cheapest way to advertise is not always the best, but the best is always the cheapest.

THE Evening Item has a larger circulation than all the Philadelphia evening papers combined, and is said to have the largest circulation of any evening paper in the world.

WHEN that eminent Illinois journalist, Joseph R. Dunlop, Esquire, wishes to invite the attention of advertisers to the surprising merits of Chicago's home paper—the Dispatch—he appeals through the pages of PRINTERS' INK, and in that way everybody interested in Chicago trade learns that the sales of the Dispatch are now between sixty thousand and seventy thousand copies daily; and that they all go into the homes of the good people of that great city—into the bosoms of their families, so to speak. Other Chicago dailies also wish to address advertisers now and then; and particularly now; but their way is different. They hire a peripatetic publisher to write up the story each would like to have told and print it in a paper that is specially gotten up for such write-ups. Then these Chicago gentlemen buy a whole lot of copies, put nice wrappers on some of them and pretty postage stamps on some, and by and by the business manager addresses a copy to Mr. Hood and another to Dr. Pierce, and the thing is done. Nothing is easier! What Mr. Dunlop's rivals are anxious to make known just now is that they have adopted his successful business methods and will hereafter sell their papers at the price he has demonstrated to be the right one. One of these days, as the influence of PRINTERS' INK's one Chicago friend and patron widens and broadens, it is expected that Deacon Lawson, Col. Medill, not to mention the good Nixon and energetic Kohlsaat, will enter the Chicago class of the Little Schoolmaster, at the head of which Mr. Dunlop stands, and it is even possible that they may, one and all, become in time docile and worthy pupils. In no event, however, can PRINTERS' INK ever forget the thrill of pleasure with which, when his school was small and pupils few, he received the first encouragement and patronage that ever came to him from the city of the lakes, nor the open and manly countenance of the new pupil, the wise and excellent proprietor of the Dispatch.

It is not known to every one that the *Dispatch* is not only the official paper of the city of Chicago, but of Cook County as well. It has long enjoyed that distinction and PRINTERS' INK has the impression that no change could be made without disadvantage. The *Dispatch* is the people's paper and represents the wishes and the tastes of the people.

THE Elmira (N. Y.) *Telegram* publishes an Industrial Edition in book form, giving illustrated details of the business houses of Elmira. If newspapers issuing special editions devoted to the interests of their respective cities would publish these editions in magazine rather than newspaper form, the likelihood of their being preserved indefinitely by interested people would be greatly enhanced.

ON the 14th of November last certain business men of Kansas City, said to be the leading business men of that place, made an examination of the books of the Kansas City *Star* and found that the actual, legitimate sales of that paper, for the period of ten months last past, have exceeded 60,000 copies daily. For Kansas City this is pretty good. It wouldn't be a bad showing for New York.

THE Newark (N. J.) *Evening News* has recently obtained and forwarded the names of twelve paid-in-advance subscribers for PRINTERS' INK for the year 1896 from among the leading advertisers in that city. A beautiful check on the Essex County National Bank, Newark, N. J., for \$24 accompanied the list of subscribers and created no little excitement in the business office of "The Little Schoolmaster."

THE Chicago *Times-Herald* recently addressed the question whether they approve of church advertising to several prominent Chicago divines. The general trend of opinion appeared to be that posters, and next to them newspapers, are the most valuable media for this purpose. One clergyman pointed out the fact that churches are not in competition with one another, hence the object of church advertising is rather to induce people to go to church than to induce them to patronize a particular church. Sensationalism was unanimously condemned.

THE editor of PRINTERS' INK is anxious to obtain copies of almanacs for 1896 which are sent out by newspapers and others under second-class postage; that is, mailed without stamps.

J. WALTER THOMPSON has issued an artistic book containing fac-simile reproductions of the covers of the leading magazines, and of the best ads he has caused to be inserted in them. As a specimen of printing it is just as pretty as it can be. The binding of PRINTERS' INK's copy is truly dainty. The pictures and advertisements inside were designed and arranged by a man of taste, who received a thousand dollars for the service. When asked if he thought it was worth it, he was seen to shrug his shoulders and heard to say, "Well, there's seventeen thousand dollars of advertising in it."

THE editor of the American Newspaper Directory asserts that twenty-eight years' experience in publishing that work has plainly indicated to him that the newspaper publisher who habitually furnishes a circulation statement of a character such as will not make it safe for the publishers of the Directory to base upon it the usual guarantee of accuracy is invariably influenced in adopting or permitting ambiguity of statement by the desire to create an impression that the circulation of his paper is larger than he would be willing to claim on a straightforward, definite statement, duly signed and dated.

AT a meeting of the N. Y. County Medical Society, on Nov. 26, it was resolved: "That it is contrary to the dignity and interests of the medical profession for any member thereof to affix his name to any certificate, circular or advertisement of any drug, nostrum, mineral water or wine or other proprietary article intended to be used as a medicine or remedy in disease, or to any other patented instrument or appliance that is intended for medical or surgical use." The resolution is said to have been aimed at Dr. Cyrus Edson, who is always ready to recommend a good medicine, whether proprietary or not, and it caused that physician's withdrawal from the society. The action is but another indication of the narrowness of one of the greatest of professions.

"It was through the columns of the *Sun* that 'mugwump' and 'crank' passed into the vocabulary of all English-speaking peoples."—*H. T. P., in the Bookmaker for November.*

THE publisher of a newspaper who will lie about his circulation is by no means as common as he is supposed to be, but those who are skillful in answering an inquiry with words that convey no real information are very numerous. PRINTERS' INK once heard an advertiser ask a newspaper man: "How many do you print?" and the answer appeared to be satisfactory: "We have one of the largest presses and we print all we can get on it."

THE Michigan Stove Company sends the following circular to the hardware trade:

A valued customer said to us to day that a favorite plea for business from the representatives of other stove-makers was that they did not advertise, hence they could sell goods cheaper.

We suggest to our friends that the next time this "argument" is advanced, they ask if the "wise" man making it knows of any stove-making firm whose volume is within 50 per cent of the Michigan Stove Company's, and it will probably result in developing the fact that the firm which he represents does not do *one-fifth* the business of the Michigan Stove Company, hence they cannot afford to make their goods popular, or keep ahead of the times in their pattern expenditures, even if they are imitators.

If a firm doing \$3,000,000 per annum should expend 5 per cent for advertising (\$150,000), it would take 50 per cent of a firm doing \$300,000 of business to compete with them upon this one expenditure alone, and so it is all along the line of development.

Therefore, if you are in the business to stay, it would seem wise to expend your time and energies upon the agency of a line of goods made by a firm whose volume is large enough to afford to make their goods popular with the buying public, and who have shown by their record that they have the desire and ability to keep their patterns ahead of all imitators.

AN UNJUST ASPERSION.

"THE DAILY NEWS." }
ST. JOSEPH, Mo., Nov. 23, 1895. }
Printers' Ink, 10 Spruce St., New York:

GENTLEMEN—An estimate of amount of business received from agents and advertisers does not warrant the expense of advertising when the rate offered usually by advertising agencies and others for ads in the *Daily News* is considered and compared with PRINTERS' INK rates; still we would like to advertise in PRINTERS' INK if we can reach so sublime an eminence.

EDW. J. PECKHAM, Bus. Mgt.

This communication does PRINTERS' INK a great injustice. Its rates are not high but very, very low. If the *Daily*

News affords opportunities for publicity that may be properly compared to what "The Little Schoolmaster" has to offer, its columns will be crowded to repletion just as soon as the public is made aware of the existence of such a paper in St. Jo. To inform the advertising public the most effective method—the most prompt, the most economical—is an announcement in the columns of PRINTERS' INK. PRINTERS' INK has two great advantages over the ordinary newspaper. First, its rates are low; second, they are uniformly maintained.

DEAL GENTLY WITH THE ADVERTISER.

Office of
"THE COMMERCIAL APPEAL."
MEMPHIS, TENN., Dec. 4, 1895. }
Editor of PRINTERS' INK:

Inclosed find copy of an advertisement which appeared in our last Sunday week's paper. It took nearly 24 hours' time to set this advertisement, to say nothing of the waste of material, etc. We have told this advertiser that it is unreasonable to expect us to put this much time on an advertisement without extra cost for composition. Do you not think we are right in the matter, and is there any limit to the time that should be required in setting an advertisement? Yours very truly,

W. G. HOLMES,
Business Manager.

The above letter from Memphis was accompanied by a three-column advertisement in which there was certainly a great deal of intricate rule work, involving much extra labor and considerable cutting of rules and, therefore, the spoiling of a certain amount of material. It was a pretty bad advertisement after all. The letter from Memphis was submitted at the business office of the New York *Sun*, and the young man there said that he would rather be excused from expressing any opinion. At the office of the New York *Post* the publisher, Mr. Seymour, was seen. He said that it would be the practice at that office to accommodate the advertiser if they possibly could. The impression gained from what Mr. Seymour said was that at the office of the *Post* no extra charge would be made. PRINTERS' INK has this sort of question to deal with from time to time and its rule is this: If it is possible, with the material in the office, to give the advertiser what he wants, we give it to him without extra charge, no matter how much extra labor is involved; but if anything must be bought from outside, the advertiser must furnish that thing himself.

signs. I have gotten up many a page advertisement while sitting in the office late at night, and next morning taken it to an advertiser, who had not the least idea of buying a page in any newspaper, and have succeeded in carrying off the order. Most advertisers like enterprise, and admire the solicitor who takes a big chance to get them interested.

"I have always been a believer in an occasional special edition. It pays to get up something once in a while out of the ordinary. The *Press* has succeeded with some splendid editions. The first notable number was on Oct. 9, 1892, during the Columbian Exposition. In that issue Bloomingdale Bros. bought eight pages, which, up to that time, was the largest advertisement ever printed in any newspaper in the world. The second large issue was in December, 1894, when the same paper had twelve full pages from Ludwig Baumann & Co., 8th ave. & 36th st. No other newspaper in New York, excepting one, ever published more columns of advertising in one issue.

"There are some advertisers who are not yet convinced that the *Press* is second on the list of New York newspapers in circulation, and who are loath to believe that it is as good an advertising medium as we represent. There is no paper in the country that sells for one cent that reaches a better class of people, and, as my friend Gillam has said: 'You could not make a better paper for money; its readers are intelligent, discriminating buyers.'"

"Do you believe in expert work?"

"Yes. The more the advertiser pays for such service, the more likelihood of his getting splendid returns."

I asked Mr. Freeman about some of the expert work he has done himself.

"Almost every big advertiser in New York has received from me, at some time or another, a suggestion for special work, and in four years the *Press* has realized a good many dollars from this line. Take Ferris Hams and Bacon. Mr. Ferris is always open to a suggestion. If you take him a good advertisement he is pretty sure to use it. He gave me some half pages, the first when the *Vigilant* was taken across the ocean. It seemed to me an opportune time to announce that on all yachting parties the Ferris Hams and Bacon were popular, consequently I got up a design covering the point.

Benson's Porous Plaster also. Its manufacturer, Mr. Seabury, likes a good design. He has given me several half pages I have taken to him all prepared.

"One of the first things I did in New York was to interest Mr. David Froehlich, of Ludwig Baumann & Co. One Sunday afternoon I took an ad of his, which had appeared in one of the Sunday papers, used it as a cue to prepare a page ad, and had it set up that night. Proofs were pulled and Mr. Froehlich was shown the ad the day following, when he gave an order to the *Press* for the next Sunday's edition. From that time until now he has been increasing his advertising, and to-day does more than any other furniture house in America. He was one of my first supporters, and it was by his liberal support I was encouraged to go ahead and do a big thing whenever I could. He was spending from \$30,000 to \$40,000 a year then; he is spending a quarter of a million now, and his business has increased correspondingly.

"So far as the *Press* is concerned, we are willing to do what we think any newspaper ought to do. We are willing to guarantee circulation on any contract an advertiser chooses to make with us. We are sticking absolutely to card rates, and we think our rates are fairer than those of any other paper of similar circulation."

"Do you think position counts in the *Press*?"

"No. The *Press* is a small, compact paper. Any position in it amounts to as much as full position in a large-sized paper."

"Your ads are well set?"

"They are well set and absolutely free from objectionable matter—the father and the mother can be certain that the *Press* will not teach their children anything they ought not to know."

"Do you believe in agents' commission on city business?"

"Yes, particularly when the business is given that attention by an agent it deserves—for instance, the preparation of advertisements and the proper placing of them. In that case I believe in paying a commission, but paying a commission for messenger service I do not approve. The agent who creates business and attends to it is really a representative of the newspaper, and so far as the *Press* is con-

cerned we are willing to stand by every agent who does his business on the square—by which I mean the man who pays his bills promptly and gives his customers good service."

"Do you believe local advertising could be developed by ad writing work, such as that done by the Washington Star bureau?"

"Any amount of it. The trouble with the New York papers is, they are neglecting the little fellows. My theory is, the more small advertisements one can carry the better it is for the paper and for the advertisers."

"You have said that you didn't believe that newspapers would start advertising bureaus. How, then, will the work be done?"

"Why, look at the bright young men who are hanging out their shingles as advertisement writers. They are doing a great deal in this town in developing future business. And look at the agencies all over the country that have in their employ the brightest kind of men who do nothing else but prepare advertisements. I tell you this advertising business in getting to be a wonderful science."

"Do you believe in a Publishers' Association for New York City?"

"Yes. The most important thing it could do would be to establish a little comradery among the papers. The publishers are not harmonious on any question except one, and that is to get all the business they can, and as much money for it as possible. There is entirely too much rivalry of the wrong sort; clean rivalry is legitimate always, but the battles for supremacy should be fought on a straightforward basis. There ought to be not only an association of newspaper publishers, but an association of advertising representatives of the different newspapers in the town. When I was in Philadelphia it was customary for the advertising men to have a dinner at least once a month. We had a good, social time together; we exchanged ideas, and it was our constant aim to develop the advertising business."

"Do you think that a publishers' association in New York ought to fix rates for display, broken columns, etc.?"

"No. There is only one rule to follow. The man who buys space, whether it is single column, or double column, or triple column, or full page, should have no extra charges to pay

beyond the mere cost of the space itself. This other sort of thing is wholesale robbery—advertisers do not like it, agents do not like it."

"If an association were formed in New York, do you believe it should restrict the papers from advertising in papers like PRINTERS' INK?"

"Certainly not. We advertise in PRINTERS' INK."

ADDISON ARCHER.

PROGRESS IS NOTED.

Interview with A. Frank Richardson, in PRINTERS' INK for December 4, 1895:

"I believe the percentage of bona fide circulation statements, from year to year, is increasing."

"Are the publishers getting to believe it is better to give out their exact figures?"

"Yes; I know a case of one large advertiser who went through the Directory and picked out all the papers that gave a sworn statement of their circulation, and put his ads only in those papers, and he was very well pleased with the results. He is going to follow that plan this year again, and he is going to increase his space in the papers."

"Do you believe all publishers will come eventually to give statements of circulation?"

"Not all, but the number will increase largely as the years glide by."

Mr. Richardson said he would place as much reliance on a plain statement as on an affidavit, and that he did not believe a publisher or newspaper proprietor having a newspaper plant worth from \$50,000 to half a million would put his name to a false statement.

"But there are false statements, are there not, Mr. Richardson?"

"Yes, but they are growing beautifully less."

GOOD BUSINESS RULES.

Lloyds' Commercial Guide gives the following advice to its readers:

"Never sign a paper without reading it; and if, after reading, you do not understand it, have it thoroughly explained before you put a signature to it. It is best to get some third person, who is not interested in the matter at all, to explain the meaning of what is not clear, or to point out words that may have two meanings in the document."

"Always make a memorandum in your little book of any contract you undertake for money, or any agreement to work. It saves much trouble to keep a memorandum book and put down the date when you either pay or receive money. Whenever money passes on account set it down. If any money or thing of value goes through your hands, give a receipt for it and make a memorandum. Your receipt settles the amount that passes, and that cannot be disputed. When you pass it to a third party, get a receipt and keep it. This form is as important in the transfer of income, trust money, or valuables among your own family as with other persons."

"Never allow a person to do any service for you without first agreeing upon the cost to you. This rule, strictly adhered to, will save you many annoyances."

OUR MINNIES ARE NOT IMMORAL!

The following picture was submitted to Mr. Gayler, assistant postmaster of New York, for an opinion as to its immorality, as affecting its carriage through the mails. Mr. Gayler pro-

EXCHANGING GOODS.

You advertise to exchange goods which are unsatisfactory. But do you know how your clerks perform this function?

In some stores the action is something like this: The visitor makes known her wants. Immediately the clerk puts on his sourest, most disagreeable appearance, snarls out something about the quality of the goods,



SPECIMEN SKETCH FROM BARONY'S LIVING PICTURES—IN ACTUAL SIZE.

THIS PICTURE

and 75 others, each one different, and just as interesting as the above (size 9x12 inches), all true photographic reproductions from life by Barony. **FREE** with one box of 50

"OUR MINNIE" CIGARS,

guaranteed Havana filler, 4 1/2 inches long, equal to the best 10c. cigars sold anywhere.

PRICE, \$2.00.

Smokers can sample these cigars before purchasing a box.

Mail orders promptly filled on receipt of price. Send either cash, check or postal order.

FRISCH & CO.,

60 CORTLANDT ST.,

6 ASTOR HOUSE Broadway,

Greater New York's

1454 Broadway Clear House."

nounced it not immoral, and remarked that as the prints from which it is taken are carried in the mails, there could be no objection to publishing the picture in PRINTERS' INK or anywhere else.

To CORRECTLY convey a statement of the circulation of a newspaper it is necessary, as a preliminary, to specify the date, the time and the period that is being considered. A publisher may state with certainty (in actual figures) what has been his issue, and with confidence what (in his opinion) it will be; but if he attempts to state what his circulation *is* (just is), he is dealing with a difficult problem, one not capable of accurate demonstration.

and in a shrill voice calls the floor-walker. He appears upon the scene with an own-all-the-earth-and-a-few-acres-beside air, and in a most haughty manner again inquires the fault with the goods. After much fussing, writing and red tape in general, the exchange is consummated, and the customer leaves, taking with her a half-formed resolution that hereafter she'll give that store a wide berth.

And all on account of what? Thoughtlessness, or perhaps better still, heedlessness. It is no harder for your clerks to muster up a smile when an exchange is asked than when a sale is made. "And why," we ask in the language of a sufferer, "can't they be as agreeable at one time as at the other?"

Such actions as these are often the little leaks in a store which the cash account reveals, but which are always unaccounted for. A personal investigation, once in a while, is an excellent thing. Of course if you don't wish to exchange articles, well and good; but if you advertise to do so, be sure that it is done in a pleasant and agreeable manner.—
News for Buyers.

THE DAWN OF ADVERTISING.

The November number of the *Cornhill Magazine* (once edited by Thackeray) publishes an interesting article on "The Advance of the Advertisement." It is written, too, almost as pleasantly as if Thackeray had hold of the pen. Most people think advertising a very recent art, but it is, in fact, one of the most ancient. The Israelites placarded their streets "with the utterances of their kings and prophets." The Greeks used a town crier. Anybody who had stolen or injured any one's property found himself cursed upon inscribed sheets of lead which were fastened to statues of the infernal deities. In a postscript it was said that if the goods were returned, or recompense was made, the curser would call back his imprecations. Solid slabs were set on Roman walls, together with letters printed in black or red, "to proclaim laws, victories or sales." So, also, on the walls of Herculaneum and Pompeii. Promises for the gladiatorial games were that "shelter would be provided in case of rain, and the sand would be watered if the dryness made this necessary."

The wine crier came in 1141, while the town crier, who began with "a horn instead of a bell" arrived in the thirteenth century. Shop signs were now very numerous, and soon grew large and expensive. There were also "touters at the doors," who shouted, "What d'ye lack?" to the passers, and extolled their masters' wares. When printing came it soon found its way into the poster. The first poster ever printed in England, says this writer, is that by which Caxton in 1480 announced the sale of "Pyes of Salisbury use." But these "pyes" were church rules.

The earliest newspaper advertisement appeared "in a German news-book for the year 1591." Curiously enough it was a doctor's pamphlet giving advice against a certain plant which was a "diabolically-sent poison." To avoid it, buy the pamphlet. "The first authentic English newspaper advertisement" was probably this from the *Mercurius Politicus* for Jan., 1652:

Grenodia Gratulatoria, Heroick Poem; being a congratulatory panegyrick for my Lord General's late return, summing up his successes in an exquisite manner. To be sold by John Holden in the New Exchange, London.

The same paper in 1658 gave the

first public notice of "that excellent and by all physicians approved China drink, called by the Chineans, Tcha, by other nations *Tay alias Tee*." At first this article was sold at from \$30 to \$60 per pound. Coffee houses were opened a few years before this date; and the drink was advertised as "Coffee," and as a panacea for every conceivable ill. The *Public Advertiser*, which arrived in 1657, indicates by its name that advertisements divided its space with news. They were chiefly of fairs, robberies, stage coaches, and for the return of strayed horses, lost dogs and runaway apprentices. Charles I. was constantly losing a dog, and the following advertisement he is supposed to have written himself:

We must call upon you again for a Black Dog, between a greyhound and a spaniel, no white about him, only a streak on his breast, and Tayl a little bobbed. It is his Majestie's own Dog, and doubtless was stolen, for the Dog was not born or bred in England, and would never forsake his master. Whoever finds him may acquaint any at Whitehall, for the Dog was better known at Court than those who stole him. Will they never leave robbing his Majesty? Must he not keep a Dog? This Dog's place (though better than some imagine) is the only place which nobody offers to beg.

In 1664, in England, ordinary notices all gave way to "infallible specifics" for the plague, and to religious warnings on account of it. The great fire occurred in 1666—but no one thought of the "alarming sacrifice" and "damaged goods" racket.

John Houghton in 1682 started a paper called *A Collection for the Improvement of Husbandry*, made up largely of price lists and trade advertisements. He says: "I shall receive all sorts of advertisements, but shall answer for the reasonableness of none, unless I give a particular character on which may be dependence, but no argument that others deserve not as well." Houghton did his part finely, and brought servants and masters together by such notices as these:

I want a pritty boy to wait on a gentleman, who will take care of him and put him out an apprentice.

I know of several curious women who would wait on ladies to be housekeeper.

I want a complete young man, that will wear livery, to wait on a very valuable gentleman; but he must know how to play a violin or a flute.

The smallness of London three centuries ago is shown by a trade advertisement like this, which fails to particularize:

Last week was imported bacon by Mr. Ed-

wards, cheese by Mr. Francis, and jointed babies by Mr. Harrison.

In time, however, it occurred to Houghton that it "might be a convenience to his readers to know the advertisers' addresses." So he says: "If desired, I'll set down the places of abode, and I'm sure 'twill be of good use, for I'm often asked it." Very soon he got "advertisements of doctors, lawyers, barbers, sales of livings," and even matrimonial wants.

Theater notices did not come until 1700. But the schoolmaster told his tale often. Mr. Switterda advertised to give ladies and gentlemen French, Latin and High Dutch in a short time. "Every one is to pay, according to his quality, from one to four guineas a month, but he (Switterda) will readier agree by the great." A teacher, whose school is forty miles from London, besides teaching boys, says his wife "also teaches girls lace making, plain work, raising paste, sautes and cooking, to a degree of exactness." His price is £10 or £11 the year, with a pair of sheets and one spoon, to be returned, if desired."

It cost about a shilling to insert the above with a few words more than those I have quoted. In 1712 the State taxed advertisements, which depressed them only for a while. Addison writes in the *Tatler*, in 1710, that he is in the habit when news fails to entertain himself with the advertisements "at the end of public prints." And he adds: "These I consider accounts of the little world in the same manner that the foregoing parts of the paper are from the great * * *."

The great art of writing advertisements is the finding out a proper method to catch the reader's eye, without which a good thing may pass unobserved, or be lost," etc. * * *. After this, Addison's comments on the style of these announcements drew from a correspondent the assertion that he had made himself master of the whole art of advertising both as to the style and the letter, and added: "Now if you and I could so manage it that nobody should write advertisements but myself, or print them anywhere but in your paper, we might both of us get estates in a little time."

Dr. Johnson in 1759 took up the subject in the *Idler*. He not only exalted the art, but where individual advertisements were not up to his mark, he punctured them. He speaks of the

vender of a beautifying fluid which "repels pimples, drives away freckles, smooths the skin and plumps the flesh, but does not profess to restore the roses of fifteen to a lady of fifty." Also, of an "Anodyne Necklace" for teething infants. The writer wonders what he would think of a certain advertisement in the *Spectator* of "a grateful electuary for the cure of the loss of memory or forgetfulness, enabling those whose memory before was almost totally lost to remember the minutest circumstances of their affairs to a wonder. Price two-and-sixpence a pot."

In the eighteenth century, whisky, horses, negro boys, and a curious medley of things were advertised together. One notice reads: "To be sold by auction, a black boy of fourteen, and a large mountain tiger cat." There were also notices of boxing and other matches between women. On the store signs artists like Morland, Hogarth, Cox and Wilson "did not disdain" to exhibit their skill. Matrimonial advertisements were very bold in stating fortunes, asking commissions, and in praising the beauty and rank of the parties.

The newspaper tax in England went from advertisements in part in 1832, and wholly in 1853. Since this latter date we all know how advertising has grown. "The United Kingdom," says the Cornhill writer, "has now upwards of four thousand papers and magazines—all devoted to the advertiser's needs; and the *Times* alone publishes more than three thousand advertisements daily." He might be further surprised to know that the United States contains over 20,000 publications, all available for the same purpose.

IN A NUTSHELL.

The way to get business is to advertise—the only way to advertise is to advertise right—the only way to advertise right is to study the needs of the people in your particular line of trade, and place the matter before them in an honest, straightforward manner—pleasantly stated, and giving due prominence to the good points of the articles you wish to sell prominently, persistently, and in an attractive manner. Fortunes made by judicious, persistent, consistent advertising are not exceptional. The largest business houses have been the largest advertisers, and the success has been in keeping with the amount of advertising. "Large oaks from little acorns grow." Keep your name before the people. Keep your goods before their eyes. The only way to do it is to advertise.—*American Harness and Carriage Journal*.

MR. PURVIS' VIEWS ON CIRCULATION.

CHICAGO, Ill., Dec. 2, 1895.

Editor of PRINTERS' INK:

An editor said to me not long ago that it did not matter so much about the size of the circulation of a paper as it does about the quality of it, and that as long as a paper pays advertisers it is none of their business what the circulation of that paper is.

This may be true to a certain extent, but there are modifying circumstances that every advertiser is interested in.

When I was placing ads, I had abundant proof that circulation is not the sole criterion by which a paper should be judged at all times, but it has a great deal to do with its value as a medium through which to reach the public.

I would prefer 10,000 paid subscriptions to a 50,000 sample-copy circulation, because there are so many papers that are made up, as far as circulation is concerned, of sample copies that people do not read them carefully.

This is where the quality of the circulation comes in. If a paper is not good enough to command a subscription price, it is never good enough to attract careful reading, and fails to command attention to its ads.

On the other hand, a paper that is better than the average gets subscriptions on its merits, editorially, and the people who take it believe in it, and come to look upon it as a friend and guide whose advice is good and whose advertisers are honest.

When the advertiser comes to make up his list he must look the ground over carefully, if he can hope for best results, and he at once finds himself in a quandary between size of circulation and the quality of it. He can get circulation at very low rates, or he can get quality at very high rates usually, and it is his object to get both quality and size at a reasonable rate.

My experience has been that it does not pay to buy space that can be bought at a comparatively low rate, as a small circulation must be behind it, no matter what the publisher may claim. The paper that makes concessions in rates, such as allowing a "special price," or "giving agents' commissions" for business direct, is almost invariably asking too much for its space by card, and will not prove a good medium at any price.

The paper that exacts card rates at all times, and of every one, is the one that has reason to know that it pays advertisers, and such papers can afford to lose an order now and then rather than make any concessions.

If an equitable rate is asked, advertisers will come around in the end at card rates, for most of the advertising firms know exactly what is a fair rate and what is a high one.

I have tried placing business direct where I could get agents' commissions off and I do not believe I ever got as low a rate then as I could have got from any reputable agency. The advertiser who objects to agencies because they get a commission is the kind of a man a lot of papers like to find, for they can get his business by giving him a small discount when they would be compelled to give an agency a rate commensurate with their real value if the business came to them that way.

The circulation liar is so much in evidence that advertisers are not to be blamed for discounting every circulation statement made to them, and it is to be hoped that a law will soon be in force in every State making it a

crime, or at least a misdemeanor, to solicit business on an exaggerated circulation statement. A movement for a law of this kind is being discussed here in Chicago, and the agitation will be kept up until something definite is accomplished.

When a law of this kind is secured the advertiser will only have the quality of the circulation to consider, for the quantity will be a known factor. This will simplify the work of the advertising manager wonderfully.

MILLER PURVIS.

NOT A BUD; BUT A SEED.

Office of
"THE MONROE DEMOCRAT."
MONROE, Michigan, Nov. 26, 1895.

Publishers of PRINTERS' INK:

I have lately seen reproduced in several newspapers, from your widely read publication, extracts from an article therein referring to my efforts in the Monroe, Mich., *Democrat*, in terms that might well inflate and excuse the pride of writers whose merits far outreach mine.

I do not know how my humble work came to your notice, but am very grateful for such a glowing compliment from so high a source, and assure you that nothing has given me such gratification since Michigan's obituary poet was hooked by a bull, three years ago. By this I hope you believe that I have chosen the highest and most intensified form known to me of conveying my appreciation.

I beg you, bear with me while I state that I experienced a delicious sense of the renewal of youth, as my delighted eye caught the phrase "budding genius." It seemed as if the hearse had gone to the funeral and left the "leading man" a willing straggler behind the procession. I had been apprehensive that instead of a tow-line to snake me up glory's eminence, I needed breaching to hold me back from the grave. "Budding genius!"

I was a "budding genius," but that belongs to the history of a period when I was told—and believed—that a mustache could be prompted by daubing the upper lip with sweet cream and letting the cat lick it off; and indeed it *did* make the hair grow—on the cat.

Again thanking you for your unsolicited compliment (for like many others I am glad to have better than I deserve) I will request the favor of a copy of PRINTERS' INK containing it (probably about Oct. 20) and inclose stamps therefor.

E. J. SMITH,
Care of Democrat, Monroe, Mich.

IN TROY, N. Y.

TROY, N. Y., Nov. 28, 1895.

Editor of PRINTERS' INK:

The grocers, clothiers and milliners in Troy are using posters to secure publicity. In each case the poster used is an illustrated one, bearing a picture of some feature of the business advertised. For instance, the grocer's poster contains a picture of a chest of tea, and the milliner's bears the portrait of a woman's head surmounted by a handsome-looking hat. The poster fad has gone so far that the printers who get up the showy labels for cigar boxes now reproduce these labels in the form of posters, which are sold to manufacturers of cigars.

Counterfeit ten-dollar Confederate bills are being circulated in Troy. On the back of each bill is the advertisement of a local shoe store. The bills are fac-similes of the genuine Confederate money.

J. E. WILLIAMS

LETTER BOX LITERATURE.

BROOKLYN, N. Y., Dec. 2, 1895.

Editor of PRINTERS' INK:

The writer of this article is now in communication with two State senators with a view to the introduction of a bill that shall provide for the punishment, by fine or imprisonment, or both, of any advertiser who shall place, or cause to be placed, printed matter in private letter boxes, other than through the agency of the United States mails.

The practice has grown to be an intolerable nuisance, and letter boxes are often so choked up with advertising literature thus distributed as to hinder the reception of mail matter for which letter boxes are primarily intended. The subject has often been mentioned before, but, having obtained the views of very many householders on the question, I am satisfied that popular indignation has long been felt in regard to this practice, and a strong effort will now be made, with the co-operation of the Post-Office Department, to secure exact legislation on the subject.

Some of the biggest advertisers in the country are the greatest culprits in this respect. Their distributors unhesitatingly thrust printed matter the size of a newspaper into a comparatively small letter box, and any mail arriving thereafter is, of course, excluded. This is an outrage on the public that must be stopped as rapidly as the legislature can frame a law to fit the offense.

Advertisers, whatever their wealth, prominence or influence, have no more right to obstruct or retard the delivery of United States mail than the poor truck drivers who are often arrested for getting in the way of mail wagons in the street. The letter box is a householder's private property, and the advertiser has no more right to trespass within its limits than he has a right to enter a citizen's parlor and deposit a load of dodgers or circulars therein.

I have frequently found my own letter box so stuffed with this kind of advertising literature that it has been with difficulty cleared out. If the distributors of matter from a number of firms should cover the same locality in one day—a by no means infrequent occurrence—all the letter boxes of the neighborhood are choked up to such an extent that the letter carriers have the greatest difficulty in delivering mail. Interviews with some of the postal authorities have yielded me additional assurances of the annoyances and delays experienced by the carriers, and their determination to support and further any bill that shall provide for the punishment of these mail obstructors.

The bill as at present being framed will not only provide for the punishment of the advertiser ordering such distribution of matter, but for the arrest and summary punishment of all such distributors caught in the act, or against whom sufficient evidence can be produced.

It is a mystery to me that this practice should have been allowed to grow to its present proportions unchecked, or without some widespread protest from the public, particularly as close inquiry has developed the fact that every householder consulted is loud in his anathemas against the "letter box fiend," as the distributor is called, and only too willing to follow anybody's lead in crying for legislation on the subject.

Legitimate advertising will in no way be hurt, but rather helped, by the legal discontinuance of this method.

I would like to hear the opinions of PRINTERS' INK readers on this subject, which will shortly be prominently before the public.

JOHN C. GRAHAM.

BUFFALO BUDGET.

BUFFALO, N. Y., Dec. 4, 1895.

Editor of PRINTERS' INK:

A Thanksgiving attraction, which was an advertisement of no mean dimensions, was gotten up by Altman & Co., clothiers, who leased the Driving Park and gave free admissions to all who wished to witness the pony races. Some 3,000 persons attended and most of them were interested spectators, as for months guesses have been registered by patrons of the house on the time that would be made in a mile heat. The first one guessing the nearest to the time was to get a fine piano and the second and third prizes were the two ponies. The combined time made was 8.43 $\frac{1}{4}$, which was the exact guess of a jolly Irishman.

The Niagara Printing Co. are endeavoring to boom the "Queen City" in a novel way. They issue semi-occasionally a little leaflet called "Buffalo Clippings" and reproduce the good things said of us in the press. These excerpts are supposed to have more weight than any laudatory articles written by citizens.

Herbert B. Baker, manager of the American Type Founders' Co.'s branch here, offers several prizes to job printers for the best displayed business card for that firm. The first prize is \$10 and an order for printing at least 2,000 cards, and it is not to be a rule twisting contest, and two shades and a tint is the limit in colors that may be used to win. Cards set in a series or a design easy to be copied will have preference.

The *Evening News* is making big preparations for the annual Doll Show to be held soon. Contributions of babies are being made at a rapid rate. An advertising feature will be a gallery where handsomely dressed dollies will represent enterprising firms. For a consideration permission is given to place placards over them. The *News* manages in this way to raise a large sum every year for charity.

MARGIE BOWMAN.

WINDOW CARDS.

NEW YORK, Dec. 4, 1895.

Editor of PRINTERS' INK:

A good auxiliary to newspaper advertising is an attractive window card. I have noticed quite a number of clever ones lately—mostly running to the clothing business. One of these reads:

"There is a bond of sympathy between our prices and your purse."

In a gents' furnishing store I notice the following:

"These gloves are something you ought to have on hand."

And a shoe dealer's window sign has this unique turn:

"It is easy to foot bills for covering the feet in this store."

Another shoe dealer's sign reads:

"There's a run on our shoes, but they are made to stand a long run."

And another:

"Our shoes are the sole support of our customers."

A very bold grocer asserts on a window card:

"There's nothing certain except death—and the good quality of our goods."

J. C. G.

THE EXCEPTION SEEMS TO PROVE THE RULE.

OFFICE OF "THE OHIO FARMER." }
CLEVELAND, O., Dec. 7, 1895. }

Editor of PRINTERS' INK:

DEAR SIR—A New York advertising agency has just called our attention to an article published on page 21 of your issue of Nov. 13 headed, "Which is it, Wickedness or Ability?" which article, in a manner, charges every agricultural paper in the United States that is now running the advertisement of N. K. Fairbank Co. with having signed a special contract to allow N. W. Ayer & Son, of Philadelphia, special commission or rebate not allowed to other advertising agencies. As the *Ohio Farmer* and the *Michigan Farmer* are both running the N. K. Fairbank advertising, and as such advertising agency in New York has seen fit to conclude that our papers are included in this somewhat blanket charge, we decide to say to you very plainly that we have never signed said contract with N. W. Ayer & Son nor anything that is similar to it or that has a similar construction or object, therefore we must brand the charge, so far as it relates to us, as absolutely false, and must express our surprise that you would publish an article that indirectly, at least, accuses every agricultural paper carrying this advertisement with making a secret contract without some proof more than simply the statement of a representative of the *National Stockman*, a paper that is known to be having a very bitter contest with the said advertising agency of N. W. Ayer & Son.

Hoping and expecting that you will give this the publicity that you did the article referred to, we are yours,

THE LAWRENCE PUBLISHING CO.

By M. J. Lawrence, Pt.

Publishers of the *Ohio Farmer* and the *Michigan Farmer*.

SOME RECENT WINDOW NOVELTIES.

BROOKLYN, N. Y., Dec. 4, 1895.

Editor of PRINTERS' INK:

On Thanksgiving eve a Brooklyn saloon-keeper had his windows filled with live turkeys which were to be raffled for that evening. A card in the window read: "To-morrow the Armenians will be avenged—all these Turks will be massacred."

A Broadway tailor has in his window a card to which is fastened an apparent "roll" of bills and the inscription underneath—"You don't need a big roll to trade here."

A furniture dealer has a very choice baby carriage on exhibition, with an imitation baby reclining therein and a card reading—"It's a good thing—push it along!"

A Harlem saloon-keeper has a bottle of old rye in his window and a card on which is printed, "The New York *Spirit* of the Times—circulates everywhere."

One of the most novel window exhibits of the present day is a sausage machine which is fed by an attendant, at one end, with good fresh meat which he chops in full view of passers-by. The sausages come out complete at the other end of the machine and on the window is the faith-inspiring legend, "No more 'mystery'—you can see what they are made of."

A dry goods house has an Oriental in one of its windows spinning yarn by hand. A clever booklet, entitled, "A yarn about Spinning" is given away to those who are interested enough to stop and watch the man at work.

JOHN CHESTER.

"PRINTERS' INK" AND BARBERS.

TROY, N. Y., Nov. 29, 1895.

Editor of PRINTERS' INK:

Why should not barbers subscribe for PRINTERS' INK? I have watched with interest the contest among ad writers for the distinction of winning PRINTERS' INK's prize for constructing the ad best calculated to win subscribers to the "Little Schoolmaster." No one of the ads points directly at the barbers.

A barber shop is a resort for men. To interest these business men, to hold their attention while waiting, the barber has on file a collection of papers and magazines, usually flashy literature. Now why not put PRINTERS' INK in a barber shop? It is a journal that would draw trade to any shop. Once the business men of a community found that PRINTERS' INK was on file at a barber shop they would go there. I insist that PRINTERS' INK would draw trade to a barber shop. For the same reasons hotels and reading rooms should keep PRINTERS' INK on file.

J. E. WILLIAMS.

ARRIVED AT A SOUND CONCLUSION.

Office of S. M. BOWLES,
Dealer in Art Authentic Agents'
Addresses.

WOODFORD CITY, VT., Dec. 3, 1895.

Editor of PRINTERS' INK:

I read the reproduced article in your issue of November 20th, by the late E. C. Allen, of Augusta, Me., with great interest. The first dollar I ever sent to an advertiser went to Mr. Allen more than twenty-five years ago, when he was an amateur in the "art." I was one of the number to whom Mr. Allen presented four thousand subscriptions to PRINTERS' INK. I have been a regular subscriber to the "schoolmaster in advertising" ever since, and have come to the conclusion that every successful dealer and tradesman credits to advertising the largest measure of his success.

Very truly,

S. M. BOWLES.

IN NEW ORLEANS.

NEW ORLEANS, Dec. 2, 1895.

Editor of PRINTERS' INK:

The most peculiar sign to be seen here is over a saloon, and reads: "Cain killed Abel because he would not drink Smith's beer."

A prominent dry goods house says, in the morning papers: "You will soon need a new pair of gloves—especially if you got your last pair here." A tea and coffee merchant has a card in his window: "We keep the same tea all the year round." It is very evident he does not advertise. A very prominent hatter runs an ad three times a week in the daily papers, announcing his "fall opening of Dunlap's hats, August 20th."

W. N. BUCKLIN.

HOLIDAY ADVERTISING.

NEW YORK, Dec. 6, 1895.

Editor of PRINTERS' INK:

Advertising to catch the special holiday trade, and catering to the gift-makers of this period, who are nearly everybody, can hardly be carried much further than it has been. It used to be confined mostly to the booksellers and jewelers and a few other tradesmen. It is now the effort of nearly all. This year an Ulster County dentist even has fallen into the procession, and advertises false teeth for holiday presents!

J. B.

BOSTON BEACONS.

BOSTON, Dec. 4, 1895.

Editor of PRINTERS' INK:

An old and familiar saying has been turned into a catch-phrase by the *Herald*. It has the newstands placarded:

WHAT'S THE NEWS?

READ "THE HERALD."

Greenwood, a Boylston street tobacconist, has the grinning skull of a skeleton in the center of his show window. Probably it is to warn the boys against smoking cigarettes, as since they now sell twenty for a nickel there is not as much profit in them as in cigars at two for a quarter.

The newspapers here furnish their advertisers with proof slips of their ads pulled off clear and clean on heavy paper, to place in their show windows. The papers attach a little ad at the bottom of their own, saying: "This slip is from the —," and a statement "why advertisers find it profitable to patronize the —." B. B.

INCENSED, AND QUITE PROPERLY SO.

Office of HUMPHREYS' HOMOEOPATHIC

MEDICINE CO.

NEW YORK, Dec. 9, 1895.

Editor of PRINTERS' INK:

As an evidence that PRINTERS' INK is well read, we have received a shower of communications from friends calling our attention to an article copied from the *Missouri Editor*, published at Columbia, Mo., in the interests of newspaper men of that State, which states, "Ask cash from Humphreys' Homoeopathic Medicine Company."

This might seem excusable in a country paper, but for a paper of your importance, published in New York City, to copy such an item about a company that has been in business for over forty years, and whose advertising exceeds \$150,000 a year and who do not carry over a dollar's indebtedness from one month to another, can hardly be looked upon with gratification. Is not an explanation in order? Yours truly,

HUMPHREYS' HOMOEOPATHIC MEDICINE CO.

H. B. Harding, Actuary.

WASTED EFFORT.

I passed the store of a foolish grocer last week. He had a sign advertising tea out in front of his establishment. It was a sort of imitation of Chinese lettering, but when you looked close, you saw that it was in American letters, twisted around in a sort of complicated acrostic. The whole thing, to anybody who had the patience to puzzle it out, was an advertisement of the tea. I read enough to find that out, but I didn't go any further, and I doubt whether anybody else will go as far as I did. I suppose that grocer thought great crowds would gather in front of that sign and take delight in studying it out. He made a great mistake, for I was the only crowd I saw around there. It doesn't pay to make advertising matter hard to read. —*Grocery World*.

This is a busy world. People are busy hustling on their own account. They know little about you, and care less. They will not remember you long. You must remind them as fast as they forget. —*American Druggist and Pharmaceutical Record*.

JOURNALISM IN CEYLON.

The position of the newspaper press in Ceylon is one of the keenest rivalry, due chiefly to the fact that there are more newspapers than there is yet a legitimate field for. In no town in the world of equal size—so far as the population who read newspapers is concerned—is there such exaggerated competition for news.

There are five daily newspapers published in Colombo. Three come out in the afternoon at 5.30 p. m., and one in the morning, but inasmuch as nothing takes place in the East of any great interest or moment after business hours (five p. m.), a morning paper occupies the same position there as an evening paper does in London—it relies chiefly on the afternoon paper for its news, and merely adds any telegram coming to hand during the night, usually few and unimportant. Like its European prototype, it is half the price of the larger dailies. It must be remembered that, with the exception of the few semi-vernacular papers published in the north of the island, and having a restricted and local circulation, the only papers circulating throughout the whole island are published in Colombo. The Colombo dailies rely upon their planting supporters very much more largely than upon readers in the town itself; and wherever English capital is employed in developing the resources of this prosperous little island, there the Colombo dailies are to be met with in every bungalow.

There is no properly so-called "native" press in Ceylon. A very few papers are published in the vernacular, and their number is not on the increase. So many natives in Ceylon understand English, that if they desire to see a newspaper, it is invariably to the English newspapers they turn.

The educated natives generally contrive to see one or other of the English papers, and some of the most prominent members of the Singalese, Tamil and Burgher communities are frequent contributors to the English papers, whereas they never probably see a vernacular paper. The field of newspaper enterprise in Ceylon is now practically covered, and there is no scope for further ventures, or new journalistic blood. There is no room. The field is overcrowded already.

The printing industry of the colony is also in a very sound condition. The four newspapers mentioned have all got job printing businesses attached. The local printing has not only greatly increased in volume of recent years, but has also improved in quality.

The newspaper interests of Ceylon, or Ceylon journalists themselves, are without any sort of institute or club. Competition is much too keen and personalities too rife. —*Newspaperdom*.

A SOCIETY OF ADVERTISING AGENTS.

Lyman D. Morse, head of the well-known advertising agency, was present at a dinner of the Morse Society at the Windsor Hotel, New York, Dec. 4. There were 50 members present, the society numbering in all about 60. Lyman D. Morse is a trustee of the society. —*Fourth Estate*.

MAKE A NOTE OF IT.

While you're hidin' from the sunshine,
Might be harvestin' yer hay;
While you're waitin' for the wagon
You could meet it on the way.

—*Atlanta Constitution*.

THE "NEW CHAMBERS'" ON ADVERTISING.

I wonder if the readers of PRINTERS' INK have ever read what the encyclopedias have to say about advertising. I find the following in Chambers', the very last edition printed by J. B. Lippincott & Co., and dated 1894. I wonder if it does not read a little bit antiquated and a trifle inadequate, considering advertising is one of the very largest industries in the country, involving an annual expenditure of several hundred million dollars.

Advertising is usually effected by means of the ordinary newspapers, covers and fly-leaves of magazines, or of newspapers and publications specially devoted to the purpose. Advertisements, both printed and written, are still posted on church doors and other places of public resort, in which case they are commonly called bills or placards. The most formal kind of advertisement, and that which is employed in the case of royal proclamations and the like, is publication in the *Gazette* (q. v.); but so little is the *Gazette* read by private persons, that publication in it alone is not a sufficient notice of a dissolution of partnership to free the partners from debts afterwards contracted in name of the company. Public notifications are frequently enjoined by statute; as, for example, under Road and Bridge Acts, the Bankrupt Statute, etc., and in certain actions—e. g., for the distribution of a succession, or where an entailed estate is being dealt with, the court orders advertisement. It is in England a criminal offense to advertise for stolen property, promising not to make inquiries, or to repay the money advanced by pawnbrokers. Persons advertising a reward for the return of any property stolen or lost, and adding words to the effect that if returned no questions will be asked, are liable to a penalty of £50. The same applies to the printer and publisher of such advertisement. Advertisements by public carriers, railway companies, and the like, are equivalent to offers whereby the advertiser will be bound to those who send goods on the faith and in accordance with the terms of the advertisement. By advertising a General Ship (q. v.) for a particular voyage, the master places himself on the footing of a public carrier, and is bound to receive goods for the port to which the vessel is advertised to sail. A merchant in such circumstances can insist on his goods being received, unless the ship be full, or the entire freight engaged. The contract of affreightment is completed by the advertisement, and the shipping of the goods in conformity and with reference thereto (see CHARTER-PARTY? CARRIER). A duty on advertisements was first enacted in 1712, and in 1853 it was wholly repealed. In 1833 it was reduced, the duty in 1822 being £170,650; in 1841 it was £131,608, and in 1853, the year of the repeal, it had increased to £180,000, thus exceeding the amount before the period of reduction.

Advertisements were not unknown in ancient Greece and Rome. The ruins of Pompeii and Herculaneum afford examples, the walls in the most frequented parts being covered with notices painted in black and red. Announcements of plays and gladiatorial shows are common, and so are those of salt water

and fresh water baths. In still earlier times, especially amongst the Greeks, a common medium of advertisement was the public crier; another, in cases of things stolen or strayed, or of injuries inflicted upon the advertiser, was an inscription affixed to the statues of the infernal deities, invoking curses upon the offender. In mediæval times it appears that the advertising shopkeeper's chief organ was the public crier, and it was also customary for most traders to have touters at their doors. One of the very first posters ever printed in England was that by which Caxton announced, circa 1480, the sale of the "Pyres of Salisbury use," at the Red Pole in the Almonry, Westminster. The pye or pica was a table or directory of devotional services.

The early newspapers of the seventeenth century were slow to admit advertisements, and the first regular advertisers were booksellers, followed by dealers in quack medicines and merchants. Books and pamphlets were advertised in 1647-48, and the *Mercurius Politicus* for Nov. 22, 1660, had a quack advertisement which might have appeared at the present time. The *Public Advertiser* (1657) consisted almost wholly of advertisements, including the arrivals and departures of ships and books to be printed. Soon other papers commenced to insert more and more advertisements; and by the year 1682 newspaper advertising was well developed, chiefly through the medium of the *London Gazette*, the only paper that still exists of all those started about the middle of the seventeenth century. In 1785 was established the *Daily Universal Register*, which in 1788 changed its name to the *Times*. Its establishment marks the beginning of the era of modern advertising.

It is well known that most newspapers and periodicals derive the bulk of their income from their advertisements; and when we remember that there are upwards of 2,000 newspapers and 1,300 magazines issued in the United Kingdom, the enormous development of advertising may be imagined. In London, the *Times* and *Telegraph* absorb the lion's share of the advertiser's money. In the case of the *Times*, the receipts in the advertisement department are said to be about £1,000 a day. When a stamp-duty was enforced on advertisements, the *Times* paid government, in 1830, the sum of £70,000; calculated on its present sale and advertisements, the sum would now be no less than £450,000.

Advertising is now an art, and great ingenuity and activity are shown in catching the eye of the public. In many places, the finest scenery, rocks, and islands are not held sacred by the ubiquitous advertiser. Unfortunately, advertising is frequently used by unscrupulous persons to puff their wares beyond their desert, and otherwise to mislead the public. The aid of painters, poets and essayists is called in to make the advertisements attractive; and posters have been designed by Marks and Herkomer. Messrs. Pears, who have advertised their soap since the beginning of this century, spend between £30,000 and £40,000 a year in this way. Thomas Holloway, who began to advertise his pills and ointment in 1837, ultimately devoted £1,000 a week to advertisements.

American advertising, which now is carried to an enormous extent, began in a humble way about 1788. A great impulse was given to it by the establishment of the *New York Sun* in 1833, the *Herald* in 1835, and the *Tribune* in 1841. To spend £30,000 a year in advertising is now no uncommon thing with many business houses; some patent medicine

dealers spend even £50,000. The proprietors of a quack medicine offered a subscription of £5,000 towards the gigantic statue of Liberty in New York harbor, provided they were allowed to affix an advertisement upon it for one year. See *NEWSPAPERS*; also Grant's Newspaper Press (1871); Sampson's History of Advertising (1874); and Hatton's Journalistic London (1882), besides the newspaper press directories.

RELIGIOUS JUVENILE JOURNALS.

Within a few years at least two great religious movements have created their own peculiar and influential types of religious journalism, the periodicals being quite as remarkable as the movements for which they stand. The Young People's Society of Christian Endeavor, international in its scope, with its 2,506,620 members in all lands, is supporting to-day at least a score of newspapers, not to mention a vast amount of other literature. And the society was not in existence fifteen years ago. The *Golden Rule*, the organ of the United Society, is edited by an educated young man, a former college professor, an acceptable contributor to the best educational and literary periodicals of the country, Prof. Amos R. Wells. It has a circulation of 91,000 copies per week. It commands and pays for contributions by the best authors at home and abroad. It has an admirable department of Good Citizenship, conducted by Prof. Graham Taylor, of Chicago Theological Seminary. Through it each week the founder of the society, Rev. Dr. F. L. Clark, delivers those sensible exhortations which have kept the society so harmonious in spirit though so diverse in race and sect. For thousands of young people it is about their only mentor in religion, ethics and civics, and it is having a profound effect in shaping future religious comity and civic purity.

And what is true of the *Golden Rule* is true of the *Epworth Herald*, the organ of the Epworth League; of the *Baptist Union*, the organ of the Baptist Young People's Union; of *St. Andrew's Cross*, the organ of the Brotherhood of St. Andrew, which Bishop F. D. Huntington says is the best paper the Protestant Episcopal Church has; and the many other papers of the same class, with large circulations, which are the organs of the many denominational and non-denominational organizations like the Y. M. C. A., the Y. W. C. A., the King's Daughters and the Boys' Brigade. The *Epworth Herald* is but five years old. It is the model paper—for condensation—in the United States. It now has 80,000 subscribers, and next to the New York *Christian Advocate* is the most profitable publication the Methodist Episcopal Church (North) has. —*Review of Reviews*.

STRICTLY BUSINESS.

"You air the feller that is giving the show at the op'ry house, ain't you?" asked the fat man with the red face.

The fat man did not look to be a pass fiend, so Mr. Barnes Torner swallowed the insult in the word "show," and replied with dignity, "I am."

"Well," the fat man went on, "I want to make a little deal with you. If you will say, when the feller asks that question about what meat Caesar fed on, that he must have got so fat by gittin' his meat at Sprague's anti-trust home butcher shop, I'll see that your trunks go along with you when you leave town." —*Indianapolis Journal*.

LESS HYPERBOLE, GREATER BREVITY.

Isn't it true that the people who are verbose of speech oftentimes grow very wearisome—particularly when it's a case of "mere words, idle words"—lacking in brilliance or originality?

Equally wearisome are the people who continually exaggerate everything, from the simplest, most commonplace remark, to such an extent that in all the English vocabulary there are not adjectives sufficient for their use, to whom "very" as a qualifying word is of the mildest possible type, and wouldn't even do service in speaking of certain atmospheric conditions of the weather.

You have seen advertisers possessing just the qualities we've mentioned, haven't you? *Wordy ads*—space completely filled with type, and the text absolutely uninteresting. And that other sort—extravagant use of the King's English—a waste of adjectives, which, like the prolonged rumble of any loud-sounding instrument, becomes monotonous and non-effective.

When this class of advertisers learns the plain lesson that the American people are a busy, working class of people; that they don't make advertisement reading their one aim and occupation in life; that they need to have the simple truth which an advertiser wants to convey to them put in the easiest form to read, the plain facts brought out in the plainest form, that he who runs may read, and reading, *remember and digest*—when the advertiser grasps this idea, we'll warrant his advertising will prove more successful.

A neat, easily-read, well-worded, "much-in-little" advertisement will receive attention when the verbose announcement will be utterly ignored.

Such an ad stands out prominently and receives the same recognition which is always accorded a really well-dressed man or woman among a crowd of wearers of ill-fitting, gaudy, ungainly apparel.

As some one has well said, there are many advertisers who have yet to learn that it is not so much the space or the large size of type used as it is *what is said and how it is said*. —*Profitable Advertising*.

DISPLAYING GOODS.

The other day we noticed a store carrying a general line of hardware and the class of house furnishings germane to the hardware trade, having the latter only displayed in windows and on wooden steps rigged in front. There were plenty of coffee pots and wash basins and tin and granite ware, and stove furniture of all kinds, but not a single mechanic's tool or piece of builders' hardware in evidence. The dealer was no doubt as anxious to sell the last named as he was the former goods, but evidently labored under the impression that the mechanic and builder and contractor would come in and purchase without any urging, while the housewife alone needed to have goods forced upon her attention. This is of course an error. The man interested in such goods will stop when passing a store which is displaying them, examine them and compare them with other goods he has seen. He may see an article that he wants and be impressed with the particular make presented to view. He may not need it at that particular moment, but will remember where he saw it, and go to that place when he wants it. —*Stoves and Hardware Reporter*.

ADVERTISING IN JUVENILE MAGAZINES.

In taking up periodicals for young people one cannot help but notice the scarcity of their advertisements. Even those whose circulations are known to be large have few pages. Advertisers must have come to the conclusion that it was not a profitable field. It seems to me, however, that they have overlooked one or two points which have impressed themselves upon me as editor of one of these juvenile magazines.

Magazines for young people go right into the homes. They are seen, read, talked about, criticised by all the family. The father examines a copy to see if it is worth taking; the mother reads it to the little children; the children enjoy the pictures, and call the attention of their parents to the cuts that particularly please them, even though they be among the advertising pages, while the older boys and girls read the stories. Then, at times, the whole family will get together and work over the puzzles, which, as is well known, are always close to the advertising pages.

In most households where a juvenile magazine is taken there are always one or two children too young to read, and, in such households, as soon as the periodical arrives, the mothers are importuned to immediately read some of the stories aloud. Sooner or later the child dozes off. Then is the time when an announcement of something suitable for children will be valuable. The mother glances idly through the periodical, thinking only of her dear one—her mind in just the condition to give a willing and sympathetic hearing to the announcement of anything that will please or strengthen that little one.

Another point: A child too young to read, in looking over the pictures of the magazine, comes to one representing Ivory Soap, for example. Being interested in the cut, he will naturally ask his mother: "Mamma, what says there?" pointing to the words under the picture.

"It says, dear, 'It floats.' That means that when this kind of soap is put into the water it will not sink to the bottom and so be hard to find when wanted."

Having to explain the meaning of this phrase of the Procter & Gamble people, the merits of Ivory Soap are brought to the mother's attention, and in a more forcible way than it could be in any other manner.

Boys and girls old enough to read get very much attached to a magazine. They absorb its contents greedily. Accordingly, whatever they see advertised in it they consider must be good, and, if it is anything they are interested in, they will beg their fathers to buy for them—beg until their parents are compelled to buy. At Christmas, or when the boy is soon to have a birthday, he will look through the advertising pages to see what he wants. He does not think of asking for a gun, a bicycle, or anything else, until he has seen it advertised somewhere; then he does, and with an enthusiasm born of the graphic descriptions of the advertiser.

As a medium for the announcements of new juvenile books the young folks' magazine, I think, will be found valuable. Boys and girls who read periodical literature, of course, read books, and when they see the advertisement of a new work by Optic, Ellis, Truebridge, Alger, Sophie May, Mrs. Burnett, or other favorites, they cannot help but want to get it. The brief formality of most publishers' announcements will not do in this case. If a publisher has a good

book for boys or girls and knows how to tell them, it certainly seems as if he would get results by doing the telling in a boys' and girls' magazine.

Children read and are influenced by advertisements as much, it seems to me, as older people, and while they do not have the money to gratify the desires awakened by advertisements, they exert a wonderful influence with those who have, many fathers opening their purses wider to please their children than they would to please themselves. Women have no vote in the elections, yet they are recognized as an important factor in determining the result. In the same way boys and girls, who cannot cast ballots of checks and money-orders, are valuable to advertisers in being able to do so through their parents.

It certainly seems to me that juvenile magazines are excellent mediums for the announcement of such things as are particularly appropriate for young people.

FRANK LEE FARNELL.

THE MEDIUM.

An important subject for the consideration of every person who intends to advertise is the media. The immense increase in the number of publications gives food for thought. Many of them herald in rounded periods (of figures) their enormous circulations. But this is not the only thing to be considered. Is the medium one that is carefully perused by the family into which it goes, or by the business man to whom sent? In that case some one is very likely to see the advertisements. There is another consideration equally pertinent. Does it reach the class who would be interested in the goods which are to be advertised?

Here, after all, is the vital point. The *Evening Tidings* or the *Morning Screamer* may circulate 300,000 copies, not fifty of which will reach the people who would be interested in some particular invention; whereas every number of a special journal, in whose line the invention came, would fall into the hands of those directly and vitally interested. It is not the size of the subscription list that tells, but what it represents. In other words, it is quality, and not quantity, that counts every time—in advertising as well as elsewhere. The character of the publication largely measures the value of an advertisement. It is the journal which has an assured standing, which is in itself well dressed and in its right mind, to which attention is naturally turned when an advertisement is sought—for advertisements which offer something of value are sought by all classes of people.

The sum of the whole matter, then, is to advertise in that vehicle which will reach interested people; which will carry the stamp of respectability and recognized responsibility; which will present the offering in good company and in a creditable manner.—*Paper World*.

CONCRETE SELFISHNESS—PLUS—CONCENTRATE EGOTISM

May not be an attractive combination, but it is the one absolutely necessary for successful advertising. Unless your advertisements of any sort are so absolutely individual in their "make up" as to instantly separate you from all of your competitors, and set you distinctly apart by yourself in the minds of the recipients of them, they not only fail—but they fail lamentably.—*Francis L. Maule*.

GROCERIES.

"The grocer in a large city," said a grocer, "finds it very difficult to do any effective advertising, and consequently few attempt it. The usual method appears to be to give away a box of candy or something else on certain days or occasions, and thus increase the trade by taking some away from competitors. Of course, the effect of such a procedure is necessarily only transient, and induces only that rather undesirable element that thinks it is getting something for nothing."

"In a recent article in *PRINTERS' INK* it was suggested that local city stores could utilize the billboards in their vicinity. This is a method that city grocers could well afford to utilize, although I know of none that have done so. In the country the method is used to some extent, but much of its efficacy is weakened by the fact that these signs contain a mere 'card,' instead of the story of bargains that the writer in *PRINTERS' INK* suggested."

"The city grocer must occasionally fight the competition of department stores, but the competition of these concerns has been considerably overrated. As a matter of fact the department stores handle only fancy groceries, and the public must purchase the bulk of its groceries from the legitimate grocer. Being accustomed to go into the grocery store they purchase both plain and staple groceries there, which has resulted in the department store getting but an insecure foothold in this branch."

"The country grocer is, of course, able to advertise in his home paper. He should make special offerings therein, and in this way induce continuous interest in his wares."

"Both the city and country grocer can use the window effectively. Both will be wise if they eschew a pot of beans of which the public is to guess the number, or similar idiotic performances. The object of window display is to draw attention to the goods and induce purchase, and such schemes attract only the most foolish and least profitable element of the populace." G. T. C.

PAPER SIGNS.

After paper pulp is shaped into letters of desired size and character, they are treated chemically so as to harden and toughen them. By variations of the chemical treatment the letters can be made to resist the action of oils, as well as water. After going through this stage in the process, the letters are trimmed at edges to remove any roughness, and either decorated in imitation of oak, walnut, maple, cherry, or as is principally intended, treated with either a ceramic or a jananese enamel finish, the latter being very like in all respects to the regular enameled letters now in use. Of course the embossed and otherwise decorated letters in imitation of fancy woods are for interior signs, whereas the enameled ones are for exterior, they being qualified to resist rains.

If weight counts for everything, the pulp letters stand ahead of regular kind, as they weigh but very little indeed as compared with enameled pottery material. It is claimed that when the pulp letters are cemented to plate glass, they are unmovable, except a certain chemical be applied to dissolve the cement. Thus is the relic crank and the small boy defied, for even they would not care to tinker at a letter that could be removed only in chips.—*N. E. Stationer and Printer.*

STUDY YOUR OWN FIELD.

In buying the new season's stock, every merchant should be governed absolutely by the requirements of his own community. He must not be carried away by reports of what others have bought. Everything depends on knowing the tastes of the people he expects to sell to, and buying accordingly. The old saying, "What is one man's meat is another man's poison," is especially true in a business sense. A line of goods that will prove a source of profit to one merchant will be dead stock on the hands of another."

The needs of each community vary, and the merchant of one locality cannot be governed by the requirements of another. The mining town, the manufacturing center, the railroad town, the thriving village, the county seat, the small city and the suburb, each requires a particular kind of stock. It is only by studying his locality and its needs that a merchant can expect to be safe in his purchases."

Another important point in buying for a new season is to discern what will be the requirements of this particular season. Make allowances for the financial conditions of the community. Discover, if possible, what effect any change that has taken place in your town will have upon the purchasing power of the people, or at least upon your share of patronage."

Compare the prospects of the coming season with the past season. Consider if the situation has changed any. Perhaps you have stronger competition; may be a new rival. Are there any new interests to supply? Has the population increased, and of what class are the new-comers, and what will be their needs? Think over all the experiences of the past. Bear in mind what lines of goods you failed to provide enough of last season, and remember those of which you bought too heavily. Discover why certain lines did not sell. There is always a reason. To be sharp enough to discover that reason is your business. Perhaps your salespeople can help you to discover it. The gift of foresight is not a common one, but this quality of mind may be cultivated largely by a study of the past. Foresight is, in other words, good judgment.—*Dry Goods Reporter.*

ECONOMY AND PARSIMONY.

Economy is often looked upon as a word hard to live up to. True economy however, is only the careful expenditure of any medium for a full round return in something bought. True economy and parsimony are in no way similar terms. Economy helps a business to progress. Parsimony prevents progress. Economy makes friends. Parsimony drives them away. Economy is a broad and firm foundation upon which to build. Parsimony is a narrow, uninviting ledge. Economy is not responsible for the old adage, "Penny wise and pound foolish," while parsimony is the real father of these words.—*H. G. Selfridge, Mgr. of Marshall Field & Co.*

APPROPRIATE.

A well-known dry goods store recently displayed the following placard:

"Fine stock of kids. Assorted colors and sizes. Step in and examine them."

How it happened no one knows, but the next morning the sign was seen fastened at the entrance of the Orphan Asylum around the corner.—*Truth.*

THE ADS IN THE SUNDAY PAPERS.

When each week I peruse all the items of news

So clearly and legibly printed,
Each political puff and the "humorous" stuff
That at wit has so sparingly hinted;
When I've read the reports of the criminal courts

And society's wonderful capers,
Then I carefully scan on methodical plan
The ads in the big Sunday papers.

But I've noticed my wife every week of her life

When, her Sunday work through, she is able,
And free from all care, draw her little arm-chair

Up close to the library table;
Then she'll put on her specs and, like most of her sex,

Interested in dry goods and drapers,
She'll serenely proceed to attentively read
The ads in the big Sunday papers.

And my two daughters fair will her interest share,

And talk with a knowledge surprising
Of the big bargain sales and the price that prevails,

At stores which are now advertising.
So I really believe that the women perceive
Of their needs and desires many shapers
In the dry goods displays that to-day meet their gaze

In the ads in the big Sunday papers!

JOHN CHESTER.

AMERICAN RETAILING.

The wonderful institutions that are to be seen everywhere throughout the country, facilitating the economical distribution of merchandise in a way never before known, in almost every instance had their inception in the small dry goods store. The very nature of the business makes organization, activity and aggressiveness powerful factors in winning success, and these qualities are noticed in the highest degree among American dry goods retailers. The department store, as a recognized institution, is not original in this country, but Americans may rightly claim that nowhere else is it found to such a considerable extent as here. The grouping of many lines of merchandise under one roof and management has provoked much hostile criticism, but it cannot be denied that the masses have been the gainers in the end through being in closer touch with the maker, and thereby being able to purchase for consumption at a price which is yet unapproached by any other trade in closeness to the cost of production.

Competition is the spur to activity, and the wide-awake, progressive methods of one merchant quickly lead his competitors into the same path. Advertising—that potent influence whose assistance is of such great value to the storekeeper of to-day—has here reached its highest development. Good service, stores well lighted and well cared for, modern innovations and improvements are the rule rather than the exception in the American retail dry goods trade.

The same spirit that leads us to construct twenty-five-story buildings and run elevators at express-train speed obtains in the ordinary commercial transactions of a day. The modern American retailer is always the first to utilize that which will minimize labor and reduce expenses.—*Dry Goods Economist*.

ADVERTISING FAKES.

Every newspaper is handicapped, and deprived of business that legitimately belongs to it, by the great number of advertising schemes worked in every town, such as programs, church papers, and the like.

It is coming to be quite a business getting up publications of this class, and in all cities and large towns there are men who make it profitable to promote them.

A "dummy" is made up and taken to the people interested, who agree to let the fakir work his blackmailing scheme in their name for a certain percentage of the profits. I have had considerable experience with these gentlemen. They do not hesitate to work a bare-faced sponge game. They sometimes promise a certain circulation, but do not shrink from baldly demanding that space be taken in order that the active hostility of the supposed beneficiaries be avoided.

There are also numerous appeals made for advertisements by people who are honest and earnest, but who are simply begging for aid for some society or project that they think ought to receive some sort of quasi-public support. They attain their ends by means of demoralizing legitimate advertising business. They actually demand double tribute of business men—the sum paid for the advertisement, and the loss incurred through not using that sum for an advertisement in some medium that would yield some return.

Business men yield to the entreaties of these solicitors, because they ask in the name of a church or of some semi-public institution; often because they are women, or a customer or a business acquaintance. The victims know they are being fleeced. They know their money is actually given away, and they have no right to expect any return. But they charge the sum up to advertising, and they usually visit the consequences of their weakness upon the newspapers. Advertising in general comes in for condemnation, and there is figuring in the counting-room that is made to show that money spent in advertising yields too small returns.—*Newspaperdom*.

"LITTLE DROPS OF WATER," ETC.

One of the Washington jewelry stores is a diamond breastpin valued at \$1,000. A young woman whose love for ornaments is much greater than her ability to buy them happened to be in this store when the pin was shown to a lady who did not purchase it. Two or three times a week since then the girl has gone to obtain a glimpse of the beautiful pin, until she finally made up her mind that she would make an effort to own it, so the following colloquy took place:

"How much is that pin?"

"A thousand dollars."

"Well, I will take it if you will let me pay for it at \$1 a week. I only make \$2 a week. I buy everything else that way."

The astonished clerk told her that he would have to speak to the proprietor, who was out, and the girl promised to return.—*Washington Star*.

A MODERN VERSION.

SING a song of business,

Paper full of ads,

Every one will make us

"Dollars of our dads."

When the paper's opened

Then they do their work,

Never take a holiday,

Never loaf nor shirk.

GOOD ADVICE ON KEEPING A STORE.

Why is it that so many stores are so careless about little things and so particular about what they think are bigger ones, when in reality the little things all together would probably make up a larger bulk than all the big ones put together? Some storekeepers are always kicking about the heavy expenses they are under, about the amount of money that it costs to run the business nowadays, and yet they would find if they looked around in their own business a good part of the expense could be saved.

It is these little leaks that cause so much trouble and drain out all the profits. The store that will watch the little things, the little expenses, the things wasted here and there, and see that they are kept within reasonable bounds, will be very apt to save a great many dollars in the course of a year. Many clerks think very little of wasting a yard or two of twine or a sheet or two of paper in many unnecessary ways, when they might just as easily have saved that amount. They forget that while a yard or two of twine does not amount to much in itself, yet when repeated day after day by a great many clerks, it soon amounts to a great many dollars.

Don't allow your salespeople to be putting on airs. Don't have any one in your store who is too good to wait on the humblest and most ragged customer which you may have. This is something which would be very quickly noticed by persons buying of you, and it is very often that some of your real good customers may not be dressed quite as finely or quite as stylishly as they could if they wished to. Don't allow your clerks to make the mistake of thinking they can hold themselves above any one who wants to buy from you. The poor deserve just as good, just as prompt, just as pleasant attention as the richest person who may come into your store.

Use the new goods to help sell the old. But, of course, you want to be discreet in mixing them. You don't want to place the new goods alongside of goods that are so old that the two will show up in violent contrast. But it is often well to mix fresh goods with old that you have already on hand, as the new will help to sell the old without injuring its own sale.

You can get lots of friendly and very good advice from your employees if you will only cultivate the habit of getting from them what they have learned by contact with the customers. This really is the most accurate information which one can have from a business. It should be your ardent desire to find out as near as possible what the customer thinks of you and your goods. If you could get the confidence of your clerks and every once in a while have a private conversation you can likely get out of them a great deal of valuable information which will enable you to correct any bad points which your business may have, or which will point out to you how to improve your store service. Don't hold yourself so far above your employees that there is no unbending to come down to them and be friendly enough for them to desire to tell you anything which is of advantage for the improvement of the store.

A dissatisfied clerk is of very little use to the store, no matter what may be the cause of dissatisfaction. It is well to either try to satisfy or to reason him out of his dissatisfaction or to get rid of him. A person who is dissatisfied with his life, with his pay, with his surroundings, cannot take the interest or the care necessary for him to take in order to make the business successful. If

you find for any reason that your employees are dissatisfied it would be well for you to either do what you can towards satisfying them, if they have just cause for their dissatisfaction, or argue them out of their wrong way of thinking, or get some one else in their place. It must necessarily be that dissatisfaction is a thing that will cause a great deal of annoyance and loose work in any store.

If there are young men connected with the firm who have ideas of their own, let them try their hand. No business can be seriously injured by a few mistakes. All efforts to accomplish great results involve some risk.—*Exchange.*

WOMEN IN BUSINESS.

Broadly stated, there are 1,027,525 women engaged in the manufacturing and mechanical industries in the United States, 679,559 women carrying on agriculture, fisheries, and mining (there are 219 women coal miners, 268,726 in the professions). This latter figure will seem surprising until it is remembered that 245,496 women are teachers. The army of professional women, exclusive of these school-serving sisters is, however, 23,496 at the minimum estimate, almost as large as the standing army of the nation itself. The leading female occupation is still the old-fashioned domestic service, which numbers 1,205,876 women. There are, too, 31,593 boarding and lodging-house hostesses. Dressmaking claims the hands of 288,155, and in its companion work there are 145,716 seamstresses. The old business of saleswomen numbers 58,449. Thus the bulk of the female-working population is still to be found in the old pursuits, which, of course, had been inevitable. In stenography and typewriting the fair sex outnumber the stern sex two to one. There are 21,135 clickers of the typewriter keys. Among the queer new lines of work there may be mentioned 129 butchers, 191 carpenters, 83 undertakers, 24 hostlers, 4 locomotive engineers, 59 blacksmiths, 2 auctioneers, and 1 pilot. There are said to be 237 female hack drivers.—*Business Folio.*

DRUGGISTS' ADVERTISING IN UTICA.

In the early summer of 1893 a large, prominent drug firm placed an ad in the daily papers stating that they would give with each purchase of a glass of soda water a coupon ticket, and to the person holding the lucky numbered coupon a free trip ticket to the World's Fair. Later in the season another inducement was a chance for a free trip ticket to New York City, or the price of a ticket in cash.

In the fall of 1894 another prominent drug firm introduced an original as well as a novel scheme to attract trade to their store. The medium was a small box with a glass front, and a door on the back with a lock. In this box five \$5 gold pieces were enticingly placed, and then displayed in a window of their store. The newspapers were again utilized to announce the scheme, by which every 25c. cash purchaser would receive a key, and out of the number of keys distributed up to a mentioned time five would unlock this box, entitling the holder of each key that unlocked the box to a \$5 gold piece.—*American Druggist and Pharmaceutical Record.*

It is becoming an acknowledged fact that advertising, original and well displayed, is as necessary to the life of business as oxygen to the lungs.—*Boston Daily Standard.*

HOW ZINC ETCHINGS ARE MADE.

Assuming that the copy received by the engraver is a photograph, the first step is to hand it to the negative maker, who mounts it upon the camera board and makes a negative of it, two or three times the size of the intended cut. From this the assistant makes a blue print (a picture just like an ordinary photograph except that it is of a bright blue color) on thin paper. The blue paper is used because it is cheaper and quicker than ordinary photographic silver paper. This goes to the draughtsman, who rubs the back of the blue print over with a blue powder, of which a thin coating adheres to the paper. He then fastens this print down upon the top of a sheet of cardboard with thumb tacks at the corners, and with a blunt-pointed steel or agate stylus goes over all the lines of the picture, rising just enough pressure to offset the coat of blue powder from the back, thus producing an outline drawing of the subject upon the cardboard in thin pale blue lines. Blue powder is always used in preference to any other color because blue is photographically almost as active as white, hence the pale blue lines will not interfere with the reproduction of the drawing afterward even if left to appear upon the paper. People unacquainted with this often send in drawings made over tracings effected with red chalk powder or black lead or inked in over light pencil sketching, and are surprised and disappointed to find that their work has a rough, ragged edged appearance in the zinc etching.

When the drawing is finished it goes to the negative maker, who once more mounts the picture upon the camera board and makes a negative, this time of the exact size of the cut ordered by the customer. Upon this negative the drawing appears in lines of transparent glass, the surface of the white cardboard being represented by a field of intense blackness, quite impervious to light. A plate of zinc one-sixteenth of an inch thick has previously been polished and buffed to a looking glass finish. It is now taken into a dark-room and coated with a chemical preparation which is sensitive to light. When this is dry, the negative is laid face upward in a printing frame and the zinc is placed thereon, the coated side next to the negative. When securely locked in the frame the whole is placed before a powerful electric light and exposed to its rays. The light is stopped by the black surfaces of the negative, but it passes freely through the transparent lines. When the plate is taken out of the frame it is rolled up with a thin coating of ink and then submitted to further handling in a tray of water where the ink coating breaks away from the unaltered surfaces of the plate but adheres strongly to the lines of the picture opposite the clear glass spaces of the negative. The picture then appears with beautiful distinctness upon the clean white metal. It is next dried, coated with a resisting powder which adheres only to the lines, and burned in over a gas furnace. The lines of the picture are now an acid resisting enamel. The back of the plate is then painted with Brunswick black so that it may not be touched by acid and the plate is ready for etching. After a few minutes in the acid bath, it is taken out, coated with powder, burned in, cooled off and etched in the open spaces to a depth of nearly one-half its thickness, and goes to the proving press. If the work is perfect the plate passes to the finisher who locks it upon a routing machine where a small rotary cutter, whirling at the rate of nearly twelve thousand turns per minute,

deepens the large open spaces still further. Now the various cuts upon the plate are sawed apart with a circular saw and are filed smooth upon the edges, carefully nailed upon the backing wood. It now passes to the engraver, who compares the original drawing with a proof of the block and restores the lights in places which may be filled up, "tips out" the edges of open tints, and removes the sharp edges left in the counters by the work of the routing machine. Again it is proved up and now is found to yield an impression, an exact miniature of the large pen picture.—*R. Cunningham, in Nebraska Editor.*

ADVERTISING ADVANCES.

There is a habit extant among certain retail grocers' associations of England which might be adopted with great profit by the grocers of America, whether connected with an association or not. Whenever, by reason of market fluctuations, an advance in any given line has occurred, the English grocers announce the same, with the cause thereof, in their local papers as many days before the advance takes place as possible.

The advantages of this are several-fold. To begin with, the retailer is prepared for the advance and calculates for it. Another advantage is the fact that, as a rule, people give much more credence to a fact of this sort when it appears through the public print than they do when the grocer himself tells it. People may look on some classes of published news as unreliable, but when a newspaper states that an advance in some food product will occur at a given time, the public generally believes it.

Every grocer has experienced the look of cold disbelief with which the average customer greets the announcement that lard or butter or eggs are five cents higher. The fact that the grocer himself has to pay more for these things seems to have no weight whatever. A newspaper announcement, to a great extent, will obviate this difficulty.

A great many newspapers will be glad to publish information of an advance as a matter of news. Consumers are vitally interested in such matters, and the live newspaper will recognize that fact. The information furnished by a grocer must be *bona fide*, however, or the project will fail immediately.—*Grocery World.*

AN EYE TO BUSINESS.

The Spaniards are generally considered a slow race, yet here is an advertisement in a Spanish paper which for enterprise is quite worthy of an American:

"This morning the Almighty summoned away the jeweler, Siebald Illmaga, from his shop to another and a better world. The undersigned, his widow, will weep upon his tomb, as will his two daughters, Hilda and Emma, the former of whom is married and the latter still disengaged.

"The funeral will take place to-morrow.—His disconsolate widow, Veronique Illmaga.

"P. S.—This bereavement will not interrupt our employment, which will be carried on as usual, only our place of business will be removed from No. 3 Lessi De Leinturra to No. 4 Rue De Missionaur, as our landlord has raised our rent."—*Chicago Tribune.*

"ALL things come to him who waits,"
Perhaps was once a saying true;
But now you'll have to advertise
To make the dollars come to you.

NOTES.

Le Figaro, published in Biddeford, Maine, is said to be the only French comic weekly in America.

MR. H. D. LA COSTE has been appointed Eastern representative of all editions of the *News*, Lynchburg, Va.

THE *New York Journal* has leased the premises at the corner of William and Ann streets for an annex to its press-room. Another quadruple printing press, with a capacity of 48,000 papers per hour, will be installed in the annex within a fortnight.

THE STAGE AS ADVERTISING MEDIUM.

Advertising lines are becoming so frequent on the stage that play-goers may be led to protest. In burlesques, farce comedies, comic operas and vaudeville shows where there is plenty of opportunity to put in extra lines and "gags," thrifty managers and actors do not mind doing a little advertising on a strictly business basis.

If the comedian is to tell a story, he says: "This morning a friend invited me in to take a drink of — whisky," etc., mentioning some particular brand.

Or he will say: "Yesterday when I was out riding on my — wheel," etc.

In a farce comedy now in Chicago the waiter asks the young woman what wine he should put on the ice and she says: "Why, —, of course," which is a very good indorsement.

The manufacturers of a certain whisky must have been cultivating the professionals very earnestly, since the brand is mentioned in a complimentary way in nearly every light entertainment.

Sometimes the advertisement is given freely, merely for the sake of getting a laugh. Thus in "Little Christopher" the girl said to the tramp: "Why, your face is familiar to me!"

"Of course," he replied, "I've had my picture in all the papers."

"What did you ever do?"

"I took two bottles of — sarsaparilla."

Again the advertisement is palpable. Some one rides on the stage on a wheel.

"That's a fine bicycle," remarks some one.

"Yes, that's a —."

What are the rates for stage advertising? This question was asked of a manager. He said that there were all sorts of rates. Sometimes an actor will boom a brand of champagne because he is a friend of the wine agent. A well-known farce-comedian who always mentioned a certain whisky and allowed an advertising sign to be hung on the stage in one scene had the privilege of sending to the dealers for a case of the liquor whenever he needed any.

A variety actor who gives some article a "mention" at every appearance during the season will receive an overcoat or a suit of clothes as a friendly testimonial.

In the case of traveling companies the manager often enters into a money contract to give a "line" in every performance to some cigarette, beer, bicycle or patent medicine. If the company is known to play to large business the manager may clear up \$250 "on the side" from a few advertising lines. The trouble is that the advertisements are too often hauled in by the heels, but the truthful variety actor usually provokes a laugh by adding, "I get paid to say that."—*Chicago Record*.

ADVERTISING CURIOSITIES IN PARIS.

Some people think that Parisians sit out side the cafes on the boulevards in order to drink poorly mixed beverages. Others know that they only take up their position there in order to see pretty women and sprightly shop girls trot merrily along.

The girls are no longer the only attraction for the blasé Parisian who frequents the cafe, for the Parisians have invented something novel in the advertising line.

From 4 o'clock in the afternoon until 11, handsome, well-dressed men, in varnished boots, top hats and gray overcoats, promenade the main boulevards in couples, singing at the top of their voices, and in unison, the announcement of a good show at one of the leading music halls. They introduce popular airs into the spoken advertisement and many of them are really happy in their selections, certainly far more so than the Salvation Army people.

As they approach the blasé boulevardier stops drinking and stares at the strange singers. He even allows his cigarette to go out. The milliner's girl stops and admires the men in the neat and fashionable attire. The pastry cook's boy, a true gamin of Paris, allows his hot dishes to get cold and forgets his customers as he listens to the tall gentlemen who sing advertisements on the boulevards. The policeman views them with stern interest, while the huckster and her little dog complain because it interferes with business.

On they go, walking and singing in good time: "To-night, at 8 o'clock, at the Folies Bergeres, Mlle. Enlilienne d'Alencon in her new songs." This they repeat over fifty times. As a business improver, the singing advertisement is said to be a great success. Paris once had a spoken newspaper, in the Athenée Theater, but it was not especially popular. The walking advertisement is the latest freak, and if the authorities do not interfere Paris will witness some queer things in this new departure.

A bicycle firm in Paris has started out half a dozen girls, all good riders, and all wearing bloomers, which are exceedingly tight fitting and loud in color. As the girls ride up in couples one wonders why such smart women should select the crowded boulevards for their afternoon ride. The mystery is soon solved. As they pass by a poster becomes visible. It is attached to the back of their tight-fitting corsage, and on it are inscribed in large characters the words: "I ride So and So's wheel."

Advertising in newspapers is expensive in Paris, and people don't read the advertisements in French papers as they do in America. The complete outfit of the men who sing advertisements on the boulevards costs only \$15, and includes patent leather boots, a tall silk hat, a light overcoat and a black frock suit. They receive \$2 each per day. As there are likely to be many imitators, the police are hunting up some old law or decree which will enable them to put a stop to what they say is a public nuisance.—*N. Y. Sunday World*.

◆◆◆
The way to plant dimes and harvest dollars is to advertise intelligently. To learn how to do this successfully you should have the best teacher. PRINTERS' INK is the "Little Schoolmaster" of advertising. Plant 20 dimes in a subscription for one year and reap fifty-two harvests from the experience of others. It tells what to do, what not to do to succeed.—*Miller Purvis*.

ON THE MAIL BUSINESS.

One great drawback to the mail order business, since the days of fractional currency, has been the necessity of customers remitting postage stamps for amounts under \$1, and if the person sending 10 cents in answering some ad purchases a stamp of that denomination the post-offices are forbidden to exchange it for stamps that are in daily use, and if 1 or 2-cent stamps are sent the chances are they will be all stuck together from the moistening of the flap of the envelope in sealing, and so sure is a letter with a piece of silver in it to go astray in some parts of the country that a firm doing a large mail order trade in Glen Allen, Va., positively refuse to fill an order sent them with cash inclosed unless it comes in the shape of a draft or money order.

One baneful procedure on the part of a great many firms who advertise some little trick extensively, especially the numerous low-price card printers, is in the selling of the names of those replying to their ad for others to circularize with. The income derived from this source is sometimes greater than the entire receipts from the article advertised, but the unlucky person who answered the ad is deluged with circulars curing all kinds of hideous diseases, and is sample copied with agents' papers, and solicited to canvass for washing machines and patent pots galore.

An offset to the sharks preying on the gullibility of the credulous is the springing up of the many home monthlies. The publishers of these have gone into the novelty line so largely themselves that it has crowded this odious class of advertisers pretty close, and fewer of their ads are seen year after year. In fact, their five or ten lines, set in small pearl type, does not stand much show alongside of a column or a broadside page of the publisher advertising the same things.

Many manufacturers furnish advertising matter with any one's name and address on or electrotypes from which one can print circulars or for insertion in the newspapers. These are, as a rule, furnished free or at about actual cost. When orders come in they are turned over to the original parties to be filled, so there is no capital invested in carrying stock, but the expense that eats into the profit is the advertising expenditure, if one goes into the papers.

The monthly journals put out by the novelty houses are little else than private circulars, and should be considered so by the postal authorities. Still they enjoy the second-class privileges, which allow them to pass through the mails at one cent per pound. They are sent indiscriminately to lists of names often purchased for the purpose. One Philadelphia publication that made a special feature of ads for the mail order trade, and guaranteed to circulate 100,000 copies monthly, when pounced upon by the government recently for some irregularity was discovered to have but 7,000 bona fide subscribers.

The secret service and post-office inspectors are becoming more vigilant in their endeavors to weed out snide advertisers, and decoy letters are very often sent with a view of trapping a dishonest one. Should no equivalent come in a reasonable time for the remittance sent, then an investigation is ordered, and it only requires a few complaints to have the advertiser's mail stopped and returned to the writers marked in big red type, "Fraudulent." B. E.

Dry goods ads needn't be too dry.

DER DEUTSCHE.

The placing of an advertisement in an ordinary New York newspaper is a simple and easy process, but when that paper is printed in German it is a different matter altogether. An advertiser can cross the threshold of an American newspaper at 4.03 with his "copy" in his hand and pass under the wire with a receipt at 4.04½.

But when he enters a German office and makes known his desire to the man at the desk he is subjected to a close scrutiny, and if it is found impossible to dissuade him from his purpose the advertisement is handed to the regular astronomer and conveyed by the latter to the chamber of science in the upper story. The Reichstag assembles in the great council hall to discuss the best means of keeping the advertisement out of the paper. All this time the would-be advertiser remains on a bench in the outer office. As soon as the astronomer has completed his calculations of the exact number of lines in the advertisement and made other estimates bearing upon the matter in hand, he submits his charts to the Reichstag and goes down stairs to cast the horoscope of the advertiser. Before any further steps can be taken skilled accountants must verify his figures, and when this is done satisfactorily the sages in council assembled prepare a manifesto covering every point of the case and place it in the hands of the Bismarck on the ground floor. Then the latter puts on the black cap, summons the advertiser before him and passes sentence to the effect that the advertisement will cost \$2.83 for one insertion, \$6.31 for two insertions and \$27.63 for a whole week.—*The N. Y. Journal.*



THE HANDKERCHIEF PERIODICAL.

Picture pocket-handkerchiefs have always been the joy of the French peasantry, and there is an assured sale for such articles among a certain class of visitors to Paris. But it was left to a Spanish editor to imagine the pocket-handkerchief periodical. It appears that a comic journal has lately been started in Madrid which is printed on a square of cambric. One might naturally imagine that indelible ink would be used which would bear the brunt of the washtub. This is not the case, however, as one application of soap and water completely removes the printing ink, so that the purchaser of the new periodical, when he has exhausted the amusement to be derived from the text, may become the proud possessor of a pure white pocket-handkerchief.—*Newspaperdom.*

GENIUS IS AT THE ADVERTISER'S COMMAND.

We have it on the high authority of Mr. Stevenson that Andrew Lang is an open and recognized hack writer, and now it transpires that Mr. Du Maurier made the drawing of that astonishing spring with tropical vegetation around it, and two scared chickens above it, that figures upon the labels of the Apollinaris water bottles.—*New York Times.*

ADVERTISING REALTY.

There is no business which can be made to yield so large returns from competent and appropriate advertising as that of real estate. The agents have never thought it necessary, until recently, to secure the services of experienced advertisement writers, or to seriously discriminate in the matter of selecting their mediums through which to reach the public. This catch-as-catch-can method is now beginning to yield to an intelligent modern form of advertising which seeks to say only what is meant, and what is true, in the clearest and most forceful manner, besides using commendable business judgment in selecting the mediums for such advertising. The best known agents and those who are the broadest and most modern in their views and methods have already become convinced of the supreme folly of dishing out their advertising patronage to all papers alike.

From the nature and character of the real estate business, intelligent advertising is not only desirable, but absolutely necessary, if the agent wishes to continue business and enlarge his profits constantly.

While a department store or the proprietors of soaps or chewing gums may find that they get returns from scores of different kinds of advertising through various mediums, the real estate agent who attempts to follow this theory will find himself in the hands of the sheriff in short order. A chewing gum factory can flood the town with circulars and realize some immediate increase in business therefrom. A department store can trace certain sales to advertisements in papers possessing no character and doubtful circulation. It is different with real estate advertising. In the first place, not one person out of a hundred wants to buy real estate. Every man, woman and child, on the contrary, is a legitimate customer for a department store. Hence, the necessity of discrimination begins at this point.

The circulation of a handbill, or a daily paper with no more character than some handbills, can be no argument to an intelligent real estate agent when soliciting his patronage. The advertisement must appear in a medium which has an established character and well-known influence upon its readers. One such advertisement is worth a thousand thrown at random with the eyes shut.

The trouble frequently arises that after an agent, through a happy advertising stroke, is visited by a prospective customer, the customer is ultimately made to lose interest by the lack of attention on the part of the agency or its representatives, in the matter of giving full information and going cheerfully into details. It is too often taken for granted that the layman is familiar with certain phases of the real estate business and information is withheld which, while he may not ask, he sincerely desires. The lack of which information frequently acts as a deciding motive in causing him to lose interest.

It is probably a fact that more real estate has been sold in St. Louis during the past twelve months because of efficient and attractive advertising than was ever before accomplished in five times that period through the same source. Those who have tried this plan have found that it pays. They have learned that it is not necessary for them to wait for any particular time or season in order to sell desirable property, provided they have it advertised in this modern and attractive style.—*St. Louis Republic.*

DISPLAY IN ADVERTISING.

Of equal importance to what is said in an advertisement is its display. In fact the display of an ad is the first step to its success. Viewed from the point of securing the reader's attention, it is the very first thing to be considered.

The success of an ad depends much upon the manner in which it is displayed. This display is the agent that first attracts the attention of the reader to what is said in the advertisement. After the display has fulfilled its intended purposes, the contents or language of the ad must continue to hold the reader's attention, until the meaning of the words has been fully engraved upon the reader's mind. If what is said does not do this, the ad has deceived the reader, and the otherwise good effect produced by its display counts for naught.

Again, a well-written advertisement, poorly set up, loses its attractive power, the very attribute needed to insure its success.

An advertiser who wishes to obtain the very best results possible, should consider the language and display of his announcements as attributes of equal importance. To command attention, he must have a display distinct and radically different from that of his competitors. A thorough study of the styles used by his advertising rivals is necessary to secure a distinct, individual style for himself.

Originality in display is easily attainable. There are so few individual styles in use nowadays and, fortunately, there are so many various faces of useful type extant, that an advertiser finds the selection and adoption of an exclusive style a very simple matter.

The persistent and constant use of one particular display gives to the advertising of its originator a certain individuality, which, in time, proves of inestimable value. Such an advertiser teaches the public to recognize his advertisements at first glance. It is of no consequence whether that advertiser has clothing, or hats, or shoes, or dry goods, or what not, to sell, the intending buyer if such has been a regular reader of the medium, will, by instinct, first turn to the ads of the former, for information on that which he desires to purchase. In this lies the value of one persistent style.

Advertisers often meet with the problem of obtaining conspicuousness for their advertisements. The smaller the space they use, the more difficulty do they experience in securing a prominent display. Oftentimes, position is the only remedy. But advertisers cannot always get a good position for their money, unless double the price is paid for it.

A solution of the problem lies in the use of attractive types and borders. Space makes a good border, but space, like position, is costly. We must, therefore, resort to borders, and an artistic use of these often gives to an advertisement a degree of attractive power which could not be excelled if empty space had been used instead.

H. P. BROWN.

HARMONY.

The advertising that does not harmonize with the business is worth nothing. The business that does not harmonize with the advertising wastes all the money it spends in advertising. In harmony is profit and business.—*N. C. Fowler, Jr.*

ADVERTISERS of ocean steamships should be always on deck.

A MODERN INVOCATION.

Awake, my Muse! But don't suppose
One moment that you're wanted
To prate of lovers or their woes,
Or forests fairy-haunted.

The march of progress wider scope
Has opened for your singing;
For instance, take a brand of soap,
And set its praises ringing.

TRY a card in PRINTERS' INK, published at
No. 10 Spruce Street, New York. This is
not an advertisement. It is good advice, and
we know what we are talking about at that.
—*The Sun, Phila.*

EVERYBODY knows that profit is the difference
between expenditure and receipt, and
yet fully one-half of the business men make
more effort to cut down expenses than to in-
crease business.—*N. C. Fowler, Jr.*

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent
extra for specified position—if granted.
Must be handed in one week in advance.

Illustrations Every Description (News-
paper, Magazine, Catalogue).
Novel ideas, catchy designs. Made to suit any
business. Send for circular and price list. H.
WOODWARD ROGERS, studio 24-26 West 22d St.

THE WAVE, San Francisco, Cal., the
leading Pacific Coast so-
ciety, literary and political weekly. E. KATZ,
126-127 World Bldg., New York, N. Y., sole agent. **13,000** weekly
guaranteed.

WISCONSIN AGRICULTURIST,
RACINE, WIS.

It Leads Them All...

"The Daily Republican's" Circulation
is from Four to Five Hundred Copies
more per day than any other Daily
Paper published in Bucks County, Pa.

The publishers of Rowell's "American News-
paper Directory," in sending out the Directory
for this year, say of THE DAILY REPUBLICAN,
that it has

"A Higher Rating than any other
Daily Published in the County."

The medium for Advertisers, sure. Weekly
edition issued in connection with the Daily.
For Rates, address

REPUBLICAN PRINTING CO.,
DOYLESTOWN, PA.

We advertise for advertisers because we
know our advertising pays advertisers
who advertise in our advertising columns.

Results! Success for the adver-
tiser. Permanent pa-
tronage for the publication.

"What it is?"

The Agricultural Epitomist,
Indianapolis, Ind.

Circulation Over 125,000 Copies.
Advertising 60c. per line.

No discount for time nor space. Pub-
lished monthly.

30c. a line for the
NEW YORK PRESS
125,000 circulation

—no extra charge for cuts,
display or broken column
rules. No other paper whose
circulation is so large and
so desirable treats its ad-
vertisers so liberally.

100,000 Women

have ordered the beautiful
Christmas Number of the

Cleveland Household Realm

They will read your ad if you
send it in now.

For rates and sample copies,
address

W. H. ENGLAND,
SPECIAL AGENT,
842-844 Broadway, NEW YORK.

The Atlanta Exposition.....

directs your attention to the
South. That great section is teem-
ing with life. New industries have
brought prosperity into the land.

The Southern Homestead

is the only magazine in the South. It
reaches the buying classes with its
guaranteed

60,000

Monthly Circulation.

Write for rates and sample copy to

W. H. ENGLAND,
SPECIAL AGENT,
842-844 Broadway, NEW YORK.

Daily.. ENTERPRISE Weekly

CLEBURNE, TEXAS,

County seat of the very best agricultural county in the famous black belt of Texas. Population of Cleburne 7,500; of county 40,000. Leading paper in city and county. Official organ. Read by a class of people that have money to pay for what they want. Covers an exclusive territory, and is unequaled as an advertising medium. Cleburne is the division point of the Gulf, Colorado and Santa Fe Ry., and all the railroad boys swear by the ENTERPRISE. Both papers all home print.

J. R. RANSONE, Jr., Business Manager.

The Church Standard

Will work for you among the members of the Protestant Episcopal Church in the United States, and particularly in the great Middle Belt, as no other paper of its kind can do. Please bear this fact in mind in considering the composition of your list of mediums for the coming year.

Its rate per thousand of circulation is lower than that of other papers of its class. The experience of our advertisers proves it to be a profitable medium. There can be no better argument for its use. Let us demonstrate this to you.

If you want to reach what is undoubtedly the best buying class in the country at the lowest cost, and without in the least sacrificing quality, put **THE CHURCH STANDARD** on your list. Unless, however, you have something to advertise which will appeal to this class, don't do it.

**The Church Standard Company,
Philadelphia.**

The Helena Independent

The Oldest and Leading Morning
Daily Paper in Montana.

Daily, \$10 per year. Weekly, \$2 per year.

THE record of the Helena Daily and Weekly **INDEPENDENT** for the past five years has been one of which all Montana may be proud. It has in its news service and in all that goes to make a great paper kept fully abreast with the growth of the State, and to-day its news service is the fullest and most reliable. Published at the capital, its facilities for getting all the news in which the whole people are interested, are the best. With correspondents all over the State, carefully edited, and a splendid mechanical equipment, it is a paper no Montanian, who wants to keep posted, can do without.



For information as to advertising address

H. D. LA COSTE,
38 Park Row,
NEW YORK.

MANAGER
EASTERN
OFFICE.

The Best Way To Win a Woman

is to appeal to her when she has leisure, and her disengaged mind is ready and willing to hear what you have to say.

In the evening, through with her household duties, she enjoys rest and recreation; and, around the tea-table and the fireside with her family, she reads the Evening Paper. Shrewd advertisers recognize the great value of the Evening Paper as the advertising medium to help them increase their business; and use its columns liberally. The Evening Paper, aided by the time of its issue, reaches its readers when their day's work is done, and is read thoroughly, both news and advertisements.

The State

is Richmond's Great Evening Paper. It goes every evening into the homes of the intelligent, well-to-do people of the city—the people who do the great bulk of the buying—as no other paper goes. As an advertising medium for reaching the trade of the city and suburbs, it stands alone as to the quantity and quality of its readers, and the favorable time at which it reaches them.

For advertising rates address,

H. D. La Coste,
38 Park Row,
New York.

Special
Newspaper
Representative.

IF YOU

should buy
space in a
journal reg-
ularly for 10
years and
over

It must be a paying investment or you would not continue.

That's just what some advertisers have been doing with us.

You Should Do Likewise

It pays other advertisers to use our columns and it will pay you.

ADDRESS

**THE NATIONAL TRIBUNE,
WASHINGTON, D. C.**

BRANCH OFFICE,
66 WORLD BLD., NEW YORK,
BYRON ANDREWS, MANAGER.

It's a Business Bringer.

The reason it pays to advertise in

THE Kansas City WORLD

is because THE WORLD brings results. It carries more local advertising than any other Kansas City publication—a sure indication of its worth.

**Circulation, 29,000 DAILY,
32,000 SUNDAY.**

If you put it in The World it wins.

THE WORLD,

Kansas City, Mo.

L. V. ASHBAUGH, Manager.

Chamber Commerce,
CHICAGO.

Tribune Building,
NEW YORK.

A. FRANK RICHARDSON,

Special Representative.

Write

For a
Sample copy
Of the

Harrisburg (Pa.) Telegram

Look it over carefully and then inform us how much space you desire to use for 1896.

Without Doubt

it will pay you handsomely, as it is circulated throughout the States of Pennsylvania, Maryland, Virginia, West Virginia, Ohio and New Jersey, and the rates as compared with its circulation and influence are very cheap.

Largest Net Paid Circulation of any Evening Paper in Jackson, Mich.

...THAT'S...

THE EVENING PRESS

(Formerly THE EVENING PATRIOT)

2,200 DAILY.

The only Morning Paper in the City is the Patriot.

3,022 DAILY.

3,476 SUNDAYS.

3,000 TWICE-A-WEEK.

Prices for space and copies of the papers may be obtained of

H. D. La Coste,
38 Park Row,
New York.

Eastern
Advertising
Manager.

A Web Press For You, Sir!

Our Triple "Straighblaway" Press prints 4, 6, 8, 10, 12 pages at 25,000 copies per hour, or 16, 20, 24 pages at 13,000 per hour.

Other machines for a greater product built to order.

These machines are entirely novel in construction, and do their work with less mechanism and by more direct methods than do other machines now in use and they cost less for labor, room, power and supplies.

If not a "Triple" why not a "New Model"?

Campbell Printing Press & Mfg. Co.,

6 Madison Ave., New York,
334 Dearborn St., Chicago.

Papers That Please, Pay.

NEXT YEAR'S BUSINESS.

There'll be business, but as usual the man that goes after his share gets the bulk of it.

YOUR SHARE—we can help you get it. **FARM**

NEWS is the favorite journal—a household necessity—in 165,000 farmers' families, people whose patronage is worth millions. You want their trade—an ad in **FARM NEWS** brings it. It's a paper that pleases its readers and pays advertisers.

THE HOSTERMAN PUBLISHING COMPANY,

SPRINGFIELD, OHIO.

Eastern Representative, **PHILIP RITTER,**
American Tract Society Bldg., N. Y.

IT BEATS ALL

why some advertisers use so promiscuously mediums of small importance just because they buy space cheap without regard to the paper's relative value.

THE WHEELING (W. VA.) NEWS

**Covers West Virginia
and Eastern Ohio**

more thoroughly than any paper
in this section of the country.

C. E. ELLIS,
Special Representative,
517-518 TEMPLE COURT,
NEW YORK.

Boyce Bldg., Chicago,
W. J. KENNEDY in charge.

We Are Not Crying

Because there is much territory not
covered by TEXAS FARM AND RANCH,

But We Are Rejoicing

over the fact that the many custom-
ers who use our advertising columns

Year In and Year Out

have long since learned that TEXAS
FARM AND RANCH covers thoroughly
Texas, Arkansas, Louisiana, Okla-
homa, Indian Territory. Have you
looked into the desirability of secur-
ing the best class of customers in
above territory? A clean paper for
clean advertisers seeking clean cus-
tomers.

TEXAS FARM AND RANCH
DALLAS, TEXAS.

New York Office,
47 Times Bldg.

Chicago Office,
Marquette Bldg.

3,100 Libraries

in as many schools in the State of California.
Every one subscribes for the only
magazine on the

..PACIFIC COAST..

Fifty pages of high-class advertising in the
October number of

Overland Monthly.

FRANK E. MORRISON,
EASTERN AGENT,
TEMPLE COURT, NEW YORK CITY.

Salt Lake...

"The Temple City,"

has a population of 57,500. It has 100 miles of streets and 70 miles of electric railway. The Mormon Temple, begun in 1853 and recently completed, is built of white creamy granite and cost \$2,500,000. The tabernacle is 250 by 150 feet, with a seating capacity of 11,000, and claims to possess within its walls the finest organ in the world. The city sits in a beautiful green valley, at an altitude of 4,260 feet above sea level. Its streets are 132 feet wide and each block is 660 feet square. Its soft air, blue skies and beautifully shaded sidewalks tempt the traveler from every clime, making it an ideal spot for rest, while it has at least one magnificent modern hotel quite equal to any in the land. Great Salt Lake, that mysterious dead sea of America, is one of its chief charms. Over 50,000 people bathed in it last season. There is no bathing like it on the round planet. The water is so buoyant that one cannot sink, and the sand under one's feet is as soft as velvet, while the waves beating idly on its shores are a bright blue or green. There are over 650 bathing rooms, furnished with every requisite.

The environs of Salt Lake are beautiful and the entire country for miles around pays tribute to it commercially. One "store" in Salt Lake does \$6,000,000 worth of business in a year. In all this vast country there is one great newspaper, and ONE ONLY, and that one is the

..Salt Lake Tribune..

Daily, Sunday, Weekly.

P. H. LANNAN, Manager.



S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

The Rookery, Chicago.

Tribune Building, New York.

What the Agents Say



More advertising is going out this fall than was ever known before. This is the testimony of all the advertising agents.

It is simply the old story of wonderful revival after a period of stagnation and dullness.

The Chicago Newspaper Union lists are being largely used by the agents. The reason is self-evident.

It is because the Middle West is a territory that yields last to a business depression and recovers first. It is a section that is easily influenced by **good** advertising of **good** articles.

Consumers want reliable things out there. If you believe your products are good, we have a medium to advertise them in that we **know** is good.

By getting together we can both make money. We are ready any time you are.

Write to us about it.



Chicago Newspaper Union

10 Spruce St., New York, N. Y.

87-93 S. Jefferson St., Chicago, Ill.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

W. H. Smith, 16 Arlington street, Boston, has sent me a little pamphlet advertising the State of Maine. The striking thing about it is that the cover is a map of Maine, and the whole book is cut out to exactly the shape of that most erratically shaped State. That saves it from the waste basket. That gets the preliminary glance that is necessary to all successful printed matter. That idea can be worked in a thousand different ways. It has been done so very frequently. I don't know how expensive the process is nor where such work can be obtained. If somebody will supply me with the latter information I will be much obliged.

* *

WILLIAMS & ROGERS,
Educational Publishers,
Rochester, N. Y., Chicago, Ill.
Rochester, N. Y., Dec. 2, 1895.

Charles Austin Bates, New York City:

DEAR SIR—Complying with your request at the top of your department in *PRINTERS' INK*, I send you herewith a package of our advertising matter for criticism. Our aim is to state the truth regarding our books in a simple, straightforward manner, and to publish these statements in attractive forms.

I am a regular reader of the *PRINTERS' INK* and feel that I derive great benefit from it and especially from your criticisms, which I consider to be both frank and fair.

Very truly yours, J. E. KING,
Adv. Mgr.

The advertising sent with the above letter is extremely attractive. It is not foolishly expensive, but every bit of it is well printed. There is nothing gaudy about it, and there is nothing skimpy. The booklet which impressed me most was made up entirely of testimonials. There has been a great deal of discussion lately about the value of testimonials in advertising. The more I see them used, the more I believe in them. I am satisfied that a good, strong testimonial is one of the best things that can be put into an advertisement. A testimonial is a fact. You say that your goods are useful and valuable to a certain class of people. That is mere assertion. That is

only theory. When you tack on a testimonial from some one of this particular class, you substitute fact for theory. A testimonial is like the cracker on a whip. It is like the nut on the end of a bolt. It clinches your argument. A great deal of business is influenced by the personal recommendation of customers. One man recommends his tailor to another man. The man who has been cured of rheumatism tells his friend what cured him. If that sort of testimonial work is good—and I think nobody will dispute that it is good—I see no reason to believe that a printed recommendation should not be extremely valuable. You hear a great deal about "fake" testimonials—and of these there are doubtless very many. There are people who make a business of selling testimonials. A piano man told me the other day that a man had called on him recently with six testimonial letters, all written except the name of the piano and the signature. He had a list of well-known musicians—six or eight of them—and offered to deliver the completed letters, with the signatures of these people, for two hundred dollars. I also heard of the case of an actress who signed a testimonial letter for a certain article of wearing apparel in consideration of the payment of twenty dollars. Some testimonials cost more than this. But it is with the genuine, and not with the fraudulent testimonial that I have to do. The fraudulent testimonial may be a good thing. I don't believe it is worth what it costs. These things are generally found out, sooner or later. Even if the discovery were not made, I have a feeling that a dishonest advertisement will not pay, no matter how well the dishonesty is concealed. I wouldn't advise the use of a misleading or dishonest advertisement under any circumstances. In saying this, I am not considering the ethics of the case at all, but am looking at it simply from a business standpoint. I don't believe dishonesty in advertising pays. I do believe that honest testi-

monials pay, promptly and generously. Of course, the casual reader will not be able to distinguish between the honest and the dishonest. That is true of other forms of advertising. And it is true of human beings in general. Just because some one man you know is a liar and a rascal, it gives you no reasonable basis for asserting that all men are liars and rascals. You can't believe everything that is said to you either verbally or in type. A dishonest man will be likely to write a dishonest advertisement and to publish a dishonest testimonial. I believe you can generally tell a testimonial that is not genuine.

An example of what I believe to be a foolish use of testimonials was furnished recently by the publication by the Fibre Chamois people of a letter from Lillian Russell. I don't know anything about it, of course, but on the face of it that letter was bought and paid for. Very possibly Miss Russell had a good opinion of Fibre Chamois. Possibly she was willing to write a testimonial letter voluntarily and without compensation. Possibly she did do this very thing, but if she did, she overdid it. She made it look like a paid testimonial. The trouble with it was that it covered too much ground. Miss Russell was not allowed to content herself with saying that she liked Fibre Chamois, and used it in all her dresses; but the letter went on to say that she had tried all the other fabrics designed for a similar purpose and that she found them to be worthless imitations. The man who engineered that ad was one of those who believe that women are fools. There are a lot of men in the world who think that women are essentially foolish. They model their advertising on this idea, and obtain much amusement from the supposed gullibility of womankind in general. They know—or think they know—that men are reasoning creatures not to be caught with chaff. These men sneer at women for frequenting bargain counters and sacrifice sales. They believe that because merchants get rich advertising sales at cost, there must be something fundamentally foolish about the women who patronize the sales and enrich the merchants. As is generally the case when a man is cock sure of something about women, he is wrong. The advertiser who thinks that he can gull the wide-awake American woman is

likely to find that he is conversing through his millinery. Just let a dry goods store advertise a few things that are not so. Let them fool women once or twice on a sale, and you'll see a decrease in business in that store. I believe women are fooled much less often than men. I believe that one of the reasons for this is that they pay attention to advertisements, and keep themselves posted about stores and goods. Most of the women in New York can tell you instantly just about what to expect in each of the big stores. She will tell you that one of them has a particularly good ribbon stock; that another one is strong on millinery; that you'd better not go near another one for silks. She knows all about them. She knows the stores that tell the truth and the stores that lie. And she stays away from the ones that lie. Those stores have to depend upon new people all of the time.

* *

In a recent issue of the paper which bears the misleading name, *Truth*, I have clipped this exceedingly pertinent suggestion as to calendars. As a matter of fact, it isn't half so funny as it seems. It isn't at all a bad idea.

At this season when the sharp, crisp air puts a polish on the appetite and the pork chop becomes toothsome, even unto him whose teeth have become a memory and a tradition, the great insurance company issues a calendar that is full of picturesque beauty. But when a man looks it over he is no more inspired to take out a policy than he is while sauntering through an art gallery. And this is because the pictures in it are chosen more with an eye to artistic effect than to business. Vistas of tawny grain, and prospects of green fields dotted with cows wading in brooks, do not illustrate the beauties of life insurance. Instead of following the usual manner of setting forth the colorful panorama of the twelve fleeting moons, the life insurance calendar should point out to people the awful uncertainty of life, and impress upon them the fact that all flesh is grass that must eventually meet the ruthless lawn-mower. For the month of January it should show a man breaking his neck on a skating pond, and in February a runaway horse dashing the occupants of the sleigh against a stone wall. For March a whirlwind, lifting a house into the air and spilling the inmates out of the windows and chimneys, would be effective. Then April could be made fruitful to the company by a picture of people struggling in a freshet. Many could be drowned to fill the April bill, and others could be shown dying of pneumonia in May. In June the horse that ran away with the sleigh in February could be shown running away with a carriage, and in July he could be depicted in the act of throwing a man over his head. He could also be shown in October rolling on an anise-seed fox hunter. The economy of this suggestion is that the same horse could be used for four months, if differently colored, without making the

owner of the calendar suspicious. For August a mountain climber could be pictured rolling down the crags and landing in a deep lake, where no assistance is obtainable. In September the shot-gun could remove the head from the hunter, and in November what would be more apposite than to have a football virtuoso removed from the field upon a litter, while chanting his ante-mortem statement? December would be just the time for a lush, mellow, toboggan casualty to strike terror to the uninsured. If these subjects, which have the sporting spirit, were only tested as herein suggested, it is quite likely that business would boom and the insurance man would be credited with having as great a head for business as he has for long-winded tabulated statements.

* *

RETAIL ADVERTISING.

E. A. Wheatley is a good advertisement writer in Chicago. He has written me the following letter on pale blue paper with a pale green type-writer:

Mr. Charles Austin Bates, Editor Department of Criticism, "Printers' Ink," New York:

DEAR SIR—Your article on "Piano Advertising," in the issue of Nov. 20, happens just to hit a point at issue between myself and the advertisers in question, viz., Messrs. Julius Bauer & Co., of this city, and it may interest you to have your suppositions confirmed that the employer of the advertisement writer was perhaps at fault in getting the writer to use the number of superlatives he did.

In this matter, Messrs. Julius Bauer & Co. gave me an order to prepare them four advertisements, and I therefore prepared them the four which I inclose you herewith. These did not fill Messrs. Julius Bauer & Co.'s expectations. They did not say enough.

There were probably not enough superlatives in them. Julius Bauer & Co. said themselves that, in their opinion, there was not enough matter in the advertisement. They would have preferred smaller type and more superlatives.

After a great deal of parley, I consented to rewrite one of them, in an endeavor to more nearly meet their views, but this, also, was evidently not strong enough, for they have not used it, and I presume that they went to Mr. William F. Cornell, and got him to write as they wanted, or so it would appear from the sample advertisement which you published in your issue of the 20th.

Of course, there is no disagreement between Messrs. Julius Bauer and myself; they have used three out of the four advertisements which I sent them, but they do not seem to feel that they are getting their money's worth for their space.

What you say about piano advertising is very true, and coincides with my experience of manufacturers, as a general thing.

Yours very truly, E. A. WHEATLEY.

The advertisements sent are exceedingly handsome from a typographical standpoint. They would show up clearly and distinctly in any newspaper. However, I cannot help agreeing with Julius Bauer & Co. that there

is not enough in the ads. They do not tell enough about the piano. The catch-line, "Buy a Bauer," seems to me a bit flippant. Some way or other it makes the ad sound like a bicycle ad. I don't think I worry too much about dignity in advertising, but I would rather be dignified than undignified. There are certainly some points about the Bauer piano which may be talked about and dwelt upon. These ads of Mr. Wheatley's do not strike me as being very convincing. In the first place, you have to look at them pretty carefully to find out what they are about. The catch-line shows out very strongly in each one of them. It would lose some of its "catchiness," but I think would make a distinct gain in effectiveness by the addition of the word "piano."

A PIANO which is made under the eye of a master musician, with care and scrupulousness from the highest grade of material must be a masterpiece. To get it you should

BUY A BAUER.

Test it for yourself at the store.

JULIUS BAUER & CO.,

226 AND 258 WABASH AVENUE.

The ad which I reprint is, I think, a fair sample of the four ads sent me. It really takes quite a little bit of study to find out just what is meant by the first long sentence. It ought to be chopped up into two or three sentences, or at least it needs a sprinkling of commas and semicolons. I start to read it, and before I get to the end I am lost. I have to go back to find out what it was all about. The statements made are exceedingly general in their character. They will apply to any piano. There is nothing distinctive about them. I suppose that any piano maker would say that his pianos were made "under the eye of a master musician." He would doubtless claim scrupulous carefulness for his workmen, and would insist that the material used was the best to be obtained. I don't know of any piano maker who claims any less than this.

I was in hopes, when I first read Mr. Wheatley's letter, that the advertisements inclosed were going to be of a kind that I could praise very highly. From what I know of other work of Mr. Wheatley's, I expected something a great deal better from him.

I reprint an advertisement of the Emerson Piano, which I have seen in a number of places recently. I do not offer it as a model, or as a perfect ad, but I think there is more in it that would tend to induce the purchase of the piano it advertises than is found in the general run of piano advertisements.

There are

Good Points

in most pianos. No doubt about that. Pianos are like people. Some folks are pleasant company for a short time—bright, brilliant—unreliable—shallow. Others improve on acquaintance.

Judge men and pianos by their weakest point, not their strongest. "A chain is as strong as its weakest link."

The Emerson Piano

will stand the severest tests—the closest scrutiny. Judge it by its weak points, if you can find any. If there is an imperfection in it, be very sure its makers don't know it. Come any time.

REASONABLE PRICE—CASH—IN-STALLMENTS—RENT.

As a demonstration of the fact that I endeavor to notice every good thing that comes to me, I print the following letter which came last February. In stirring up my bushel-basketful of communications this came to the top. Every once in a while I get a letter from some one, complaining that he has sent me a lot of ads, or a catalogue, or something or other, for criticism, and that I have paid no attention to it. I couldn't possibly notice all the matter that comes to me if the entire space of PRINTERS' INK were given to me, and I were capable of crowding sixteen days' work into every week.

CHICAGO, BURLINGTON AND QUINCY }
RAILROAD CO.
OMAHA, Feb. 21, 1895. }

DEAR SIR—You, in common with most authorities on advertising, "rub it into" the railroads in so far as their attempts at publicity are concerned.

Will you not, therefore, please look over the inclosed. "A" is mine; "B" is issued by another portion of the Burlington system. Which is the better?—and why? And are either of them what you would call *good*? If so, which?

An answer through PRINTERS' INK would be appreciated, but please mention no name. Very truly,
J. M. CAMPBELL.

More People Traveled via the Burlington

during the World's Fair than live in any ten States in the West.

And yet not one—not a single one—was even as much as scratched.

Best line to Omaha, St. Joseph, Kansas City, St. Louis, Chicago, and all points east and south of those cities. Time-tables and information on application to the nearest ticket agent or to

The Local Ticket Agent

can ticket you via the Burlington Route just as easily as via any other line.

Ask him to do so.

Likely as not, he would do so anyway, but if you want a good thing you must ask for it.

Quickest and best line to Omaha, St. Joseph, Kansas City, St. Louis, Chicago, and all points east and south. Our folder gives full information. Get a copy from the nearest ticket agent, or write to

He Was a Wise Man

who said: Leave nothing to what is called "luck" and you will be what is called "lucky."

In other words, don't take chances.

For instance, when you go East, see that your ticket reads via the best line to the East—the Burlington.

Omaha, Kansas City, St. Joseph, St. Louis, Chicago—they're all on the Burlington—they're all quickly, comfortably, safely reached by it. Our folder gives full information. Get a copy from the nearest ticket agent or write to

Here is some really good railroad advertising! I am quite startled to see that sentence after I have written it. It is decidedly unusual. The ads in Series "A" are short, and each one has a point. As usual, some of them are better than others. I reproduce three that exemplify the whole series. They are better than Series "B," because Series "B" is made up of ads that talk about the Burlington Railroad in four or five lines at the bottom of the ad, and talk about "most any old thing" in the upper twenty-five lines. I don't believe this kind of advertising is good for much in any kind of business. I presume they were intended for use as reading notices. I believe reading notices are good when they are not palpably paid matter. Reading notices are good when the advertising feature is not made prominent, and when notice is made of

something that may really be considered news. Blind reading notices—such as this one:

What Will He Do With It?

Such is the title of one of Bulwer's most fascinating and powerful novels, and readers will recollect how satisfactorily the problem was solved. Something more than a novelist's query confronts every one of us as to what we will do with the year 1895, now almost here. It may be called a book of blank pages, on every one of which we must set down, whether we will or not, our success, failures, or even the record of nothing done. Some planning ought to be done as to what we will do in the days that are before us, and how we shall accomplish our purposes, whether they be entering upon a profession, engaging in a new or prosecuting an old business, building a house, running for office, or taking a wedding journey. In the course of what we may do in the pursuit of any of these, it is probable that we shall find it necessary to travel more or less. If so, it will be profitable to have some previous acquaintance with the railroad systems of the country. A brief study of the maps, especially that of the great Central West, will certainly convince the traveler that he can reach most prominent cities most quickly, most directly, and most comfortably by patronizing the splendidly-equipped Burlington route, the terminal points of which are Chicago, Peoria, St. Louis, Kansas City, Omaha, Denver, Cheyenne, Deadwood, Billings, St. Paul and Minneapolis. Apply to your home ticket agent for information, or address W. J. C. Kenyon, Gen. Pass. Agent, St. Paul., Minn., who will tell you "what to do with it."

are seldom or never effective. They are meant to mislead people; that shows on the face of it. If an advertiser will mislead a reader about one thing, why is it not logical to suppose that he will mislead a customer when he secures one? Or that the statement that he makes in the ad cannot be relied upon because of his trickery.

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For Oil Stoves.

Headquarters For Oil Stoves.

You have a wider choice and command a better selection from the stock we're showing than anywhere in this city!

Every style, every shape—and every price—from —c. to \$—! What's more, we guarantee every stove we sell to be satisfactory in every respect—or else we'll refund the money.

For any Business.

A Pretty Girl In Bloomers

—on a crowded street—wouldn't excite a tithe of the interest among shoppers that the prices I'm quoting on — are doing.

For a Dry Goods Store.

Gift Givers' Guide At Blanque's.

We are making an early start with the Holiday Goods—and shall not talk much else between now and Christmas—because almost everything in this store will appeal to you as suitable to give. Certainly it has usefulness to recommend it—and that is the prime factor in both giving and getting.

We have been exceedingly busy arranging the arrived selections of Fancy Goods our buyers made. While it isn't half what we shall have—the quality can't be improved—their character will be no more original and exclusive. This department in particular is nothing short of a directory of suggestions—and every one a good one. It will help you to "remember" appropriately this, that and the other one.

By buying now you will escape the jam. By buying now you will have the advantage of unbroken assortment. And the prices are as they always are—here—on a par with value:

For a Clothing Store—(By V. E. Adler).

We've Created A New Era In Clothing Selling.

We've proved that Fine Clothing can be sold for small prices. We've done it. We are doing it every day. Selling the Finest Suits and Overcoats that money can buy way below what any one else has ever offered them before. These prices show it:

For a Credit Clothing Store—(By I. Benesch).

Money Is Not to Be Found in Every Purse.

It's to the owners of these moneyless purses that we've a word to say.

We will give you all that's new and novel in Men's wearables.

We will give you the best fabrics in Men's wearables.

We will quote you the lowest prices on Men's wearables.

In fact, we will fix you up in holiday attire, and we will allow you the grand and liberal privileges as laid down by the lines of

Our Convenient Credit System.

Weekly payments will do. Monthly payments will do, or any manner of payments as best suits your circumstances will do. Select what you want. Our convenient credit system will do the rest.



THE STAR
THE EVENING STAR
THE WASHINGTON EVENING STAR

In importance in Washington the *Star* comes first, and is probably not only the most conspicuous and prosperous daily in Washington, but is without doubt the best appreciated and best patronized evening newspaper in the United States. In point of circulation it is not reached by any other evening paper that is sold for more than one cent anywhere in America. The circulation of the *Star* is confined almost exclusively to Washington. It is claimed for it, and probably truthfully claimed, that no other newspaper in the country goes into so large a percentage of all the houses within a radius of twenty miles from the office of publication.

The *Star* has enjoyed unprecedented prosperity for twenty-five years, and is one of the very few papers that has failed to advance its advertising rates in proportion to its growth in circulation, influence and popularity with the community in which it is issued.

Considering its character, influence and circulation its advertising rates are exceedingly low, being matched in this respect by no more than two or three newspapers issued in other sections. The class of advertising it carries is of the best. The value of this paper to an advertiser, all things considered, and taken in connection with the comparative cost of advertising in it, places it not lower down than third in a list of all the best daily papers published in the United States, and in making out such a list a well informed advertiser will have great difficulty in deciding upon even so small a number as two to place in advance of the *Star*. He may even fail to fix upon one.

—From *Printers' Ink*, issue February 28th, 1894.

IT WAS TRUE THEN AND IS TRUE NOW—ONLY MORE SO.

You Can Prove for Yourself

THAT THE

Detroit Suns

will pay you—if you use their advertising columns.

They are the leading sensational periodicals in their surrounding territory and are read from beginning to end with great avidity by all their clients, which we guarantee amounts to

Over 120,000

Copies per week.



Key Your Advertisement.

THEN SEND ORDER TO

**C. E. ELLIS, Special Representative,
517-518 Temple Court, N. Y.**

"Enough Said"

in our book, "America's Magazines and Their Relation To The Advertiser," to give all necessary information—no more.

There are more brief facts and convincing statements between its beautiful covers than were ever squeezed in so small a space before. Superbly printed in two colors on handsome heavy paper.

So many people have praised it that we scarcely need to. We are intent on placing it in your hands—if you are a general advertiser. Will you write for it? Mailed free.

LORD & THOMAS,



**Newspaper and
Magazine Advertising,**

**45-49 Randolph St.
CHICAGO.**

\$100 REWARD.

Any publisher who places on file at the Directory office a true statement, conveying the requisite information concerning all the issues of his paper, for a full year, the same being duly signed and dated, and who finds, when the book appears, that his paper is not rated in accordance with the report which he sent, will receive from the publishers of the Directory a written apology for their neglect and a check for \$100 for the discovery of the error. The publisher who registers the letter he sends containing the circulation statement, will find it easy to prove that it was sent and received. If he keeps a copy it will be equally easy to establish the fact that the statement sent actually did contain the requisite information and was properly signed and dated.

GEO. P. ROWELL & CO.,

Publishers American Newspaper Directory,
10 Spruce Street, New York.

\$100 Reward.

If a publisher furnishes a statement, as set forth above, that is afterwards found to be untrue, a reward of \$100 will be paid to the first person who proves that the Directory was so imposed upon by the paper, if still published. During the eight years that this system of rewards has been maintained, only twenty untruthful circulation reports have been discovered. The reward has been paid as follows:

- | | |
|---|--|
| 1888. | |
| No. 1. Waukegan, Ill., Gazette. | |
| 1889. | |
| No. 2. Madison, Wis., Skandinavisk Tribune. | |
| 1891. | |
| No. 3. Prospect, Ohio, Advance. | |
| 1892. | |
| No. 4. St. Louis, Mo., Anzeiger des Westens. | |
| No. 5. Atlanta, Ga., Dixie Doctor. | |
| No. 6. San Francisco, Cal., Morning Call. | |
| 1893. | |
| No. 7. Muskogee, Ind. Ter., Our Brother in Red. | |
| No. 8. Monon, Ind., News. | |
| No. 9. Montfort, Wis., Monitor. | |

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| 1894. | |
| No. 10. Topeka, Kan., Saturday Evening Lance. | |
| No. 11. Minneapolis, Minn., Farm, Stock and Home. | |
| No. 12. Chicago, Ill., Western Rural. | |
| No. 13. Los Angeles, Cal., Family Ledger. | |
| No. 14. Seattle, Wash., Press-Times. | |
| 1895. | |
| No. 15. Omaha, Neb., Bee. | |
| No. 16. Weir City, Kan., Journal. | |
| No. 17. Williamsburg, Kan., Sunflower. | |
| No. 18. St. Louis, Mo., St. Louis Magazine. | |
| No. 19. New Orleans, La., Morning Star. | |
| No. 20. Topeka, Kan., Western Poultry Breeder. | |

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